Connections 2030 Citizen Survey

Analysis and Report

for

The Wisconsin Department of Transportation

by

Real World Research, LLC
Madison, Wisconsin

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EXECUTIVE SUMMARY

- A computer-assisted telephone interview was conducted with 1,100 Wisconsin adults in April and May, 2004. The survey was conducted to gather information relevant to the development of Connections 2030, a long-range, multimodal state transportation plan. The study used a disproportionate sampling plan to ensure representation for each county, adequate representation of racial and ethnic minorities, and relative representation by age group. Results were weighted to account for sampling and response rates. The results reported here are statistically representative of the state of Wisconsin.
- Nearly 90 percent of all respondents were very or somewhat satisfied with the state's overall transportation system. Respondents identified road maintenance, traffic and congestion, and transportation alternatives as the most important transportation issues facing the state.
- Nearly 80 percent of respondents said that having well-maintained roads and bridges was very important to the quality of life of them and their families. Other important goals included having safe sidewalks and pedestrian crossings, improving highway safety, and having safe bicycle and pedestrian routes to school.
- Being able to take care of daily needs and traveling between cities in Wisconsin without a car were more important goals for communities of color, older people, and relatively low income people than for the population as a whole. Conversely, the relative importance of having a say in decisions that affect respondents was lower for many of the groups who have been traditionally underrepresented in planning processes. Similarly, many of these groups also ranked the importance of reducing the impact of transportation projects on the environment and having safe bicycle routes lower than respondents as a whole.
- While traffic and congestion was identified as a major issue in the state, most respondents did not perceive congestion in their area as worse than in other areas and generally felt that traffic was less of a problem in Wisconsin than in other states in the US. There was strong support (68 percent) for maintaining about the same use of traffic management methods such as freeway service patrols, electronic message signs, highway advisory radio stations, and alternative route designations as currently employed.
- Speed and alcohol were identified as the two biggest threats to safety on roads and highways, followed by distracted or bad drivers. The most common suggestions to improve safety included increased patrols and enforcement, stronger laws, increased road maintenance, and improved driver education and testing. A small majority of respondents believed that stiffer penalties (55 percent) and writing more tickets (60 percent) would cause people to drive more safely over time.
- Respondents agreed that WisDOT met their local transportation needs (87 percent); works well with local transportation departments (85 percent); and cares about opinions of people like them (69 percent). They also agreed that local governments and agencies created effective regional transportation plans in their area (79 percent). Hispanic, Asian, Native American and African-American respondents were more likely to agree that "opinions of people like me matter to the DOT" than white respondents (92, 85, 82 and 82 percent respectively compared to 68 percent).
- A clear majority supported developing transportation centers in major Wisconsin cities (64 percent); an expanded passenger rail system (63 percent); and separate truck lanes on heavily traveled highways (61 percent). There is little support for a user-fee system that would charge people a fee based on how many miles they actually drive on state roads and highways (34 percent).
- A large majority of respondents felt it was more important to focus transportation projects where needed rather than balancing them across the state (74 to 26 percent). Respondents would choose a

resurfacing project over one to expand capacity (59 to 41 percent), but would choose to expand capacity over developing a road for economic development purposes (71 to 29 percent). Residents were evenly divided over whether to increase options for non-drivers or make it easier for drivers to get where they are going. Similarly, respondents were evenly divided between enhancing the natural environment or reducing overall project costs.

- The majority of respondents made the majority of their trips driving alone in a car or truck. The most commonly used alternatives were carpooling and walking, followed by public transportation and bicycling.

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INTRODUCTION

Goal of the study

The Wisconsin Department of Transportation (WisDOT) is currently developing Connections 2030 – an update to the state's long-range multimodal plan. WisDOT contacted Real World Research to conduct a citizen survey to identify the key issues to be considered in the plan. In addition, the survey was designed to help WisDOT planners prioritize items to help address resource constraints. The goal of the survey was not only to be broadly representative of residents of Wisconsin, but also to ensure adequate representation from people who have traditionally been underrepresented in many other planning processes, specifically younger people and people of color.

Description of the study

Methods

The study completed interviews with Wisconsin residents by telephone using a computer-assisted telephone interviewing (CATI) system. The questionnaire was designed specifically for this project in consultation with WisDOT staff. The interviews lasted approximately 15 minutes. The complete questionnaire is included in Appendix A of this document.

The questionnaire was tested with a subsample of respondents. Only minor wording changes were indicated as a result of the initial pretest, and responses to pretest interviews were included in the final dataset.

Respondents were called at non-institutional, working, residential telephone numbers. The youngest eligible respondent 18 years of age or older was selected in each home. Interviews could be completed in either Spanish or English. All interviews were completed in April or May of 2004.

Population

The population for this study included all adult Wisconsin residents. A special oversampling technique was used to ensure that an adequate number of persons of color were included in the final dataset to provide robust statistical results. Specifically, counties with higher than average populations of color were sampled at higher rates than other Wisconsin counties. In addition, a special name-based targeted sample was used to complete additional interviews with people of Asian or Hispanic descent. County and age-group specific quotas were used to ensure representation in each Wisconsin county and roughly proportional representation by age group.

The final results were weighted to account for sampling and response rates. The results reported in this report use these weights and are statistically representative of Wisconsin residents.

The study completed 1,100 interviews with Wisconsin residents. The results have a +/- 2.95 percent confidence interval.

Data analysis

This document reports on the analysis of all substantive questions asked in the interview. Statistics generally include frequencies and cross-tabulations for all substantive questions. Responses to closed-ended questions are compared for eight demographic variables (age group, gender, DOT District, alternative transportation mode, urban/rural status, race, education, and income). Differences by demographic characteristic are only reported if they achieve or approach statistical significance and are substantively meaningful[1]. In addition, three open-ended questions were coded for themes and the results of the content analysis are reported as well.

The final dataset includes the following unweighted[2] distribution of respondents by key demographic characteristics.

Table 1: Urban / rural status

		Frequency	Percent
Valid	Urban	328	29.8
	Suburban	327	29.7
	Rural	395	35.9
	Total	1050	95.5
Missing	(DO NOT READ) Don't Know	50	4.5
Total		1100	100.0

[1] Throughout the report, the term "statistically significant difference" will refer to differences that had a chi-squared p-value less than .05 and differences with chi-squared p-values between .10 and .05 will be referred to as "approaching significance." Differences that achieve statistical significance yet are not substantively meaningful – for example, differences of less than 5 percentage points with no clear linear trend – are not reported. Likewise, the report will generally use the term "slight majority" to refer to percentages around 50 percent (generally between 50 and 58 percent), "clear majority" for percentages around 66 percent (generally between 59 and 70 percent), and "consensus" for percentages over about 85 percent. These terms are, of course, relative and are only meant to provide a more clear narrative interpretation of the percentages.

[2] These tables provide the reader with the actual percentage of respondents in each of the key demographic categories. Weighted statistics that correct for sampling probability and response rates are used throughout the remainder of the report.

Table 2: Race / Ethnicity

		Frequency	Percent
Valid	Black/African-American	50	4.5
	White/Caucasian	874	79.5
	Hispanic/Latino	50	4.5
	Native American	50	4.5
	Asian/Pacific Islander	48	4.4
	Total	1072	97.5
Missing	Other	20	1.8
	(DO NOT READ) Refused	8	.7
	Total	28	2.5
Total		1100	100.0

Table 3: Education

		Frequency	Percent
Valid	Less than high school	54	4.9
	High school diploma or GED	334	30.4
	Some college	266	24.2
	Associate's degree	114	10.4
	Bachelor's degree	183	16.6
	Advanced degree	112	10.2
	Total	1063	96.6
Missing	(DO NOT READ) Don't Know/Refused	37	3.4
Total		1100	100.0

Table 4: Income

		Frequency	Percent
Valid	Less than $15,000	74	6.7
	$15,000 to less than $25,000	78	7.1
	$25,000 to less than $35,000	127	11.5
	$35,000 to less than $50,000	156	14.2
	$50,000 to less than $75,000	204	18.5
	$75,000 or more	238	21.6
	Total	877	79.7
Missing	(DO NOT READ) Don't Know/Refused	223	20.3
Total		1100	100.0

Table 5: Gender

		Frequency	Percent
Valid	Male	470	42.7
	Female	630	57.3
	Total	1100	100.0

Table 6: DOT Districts[3]

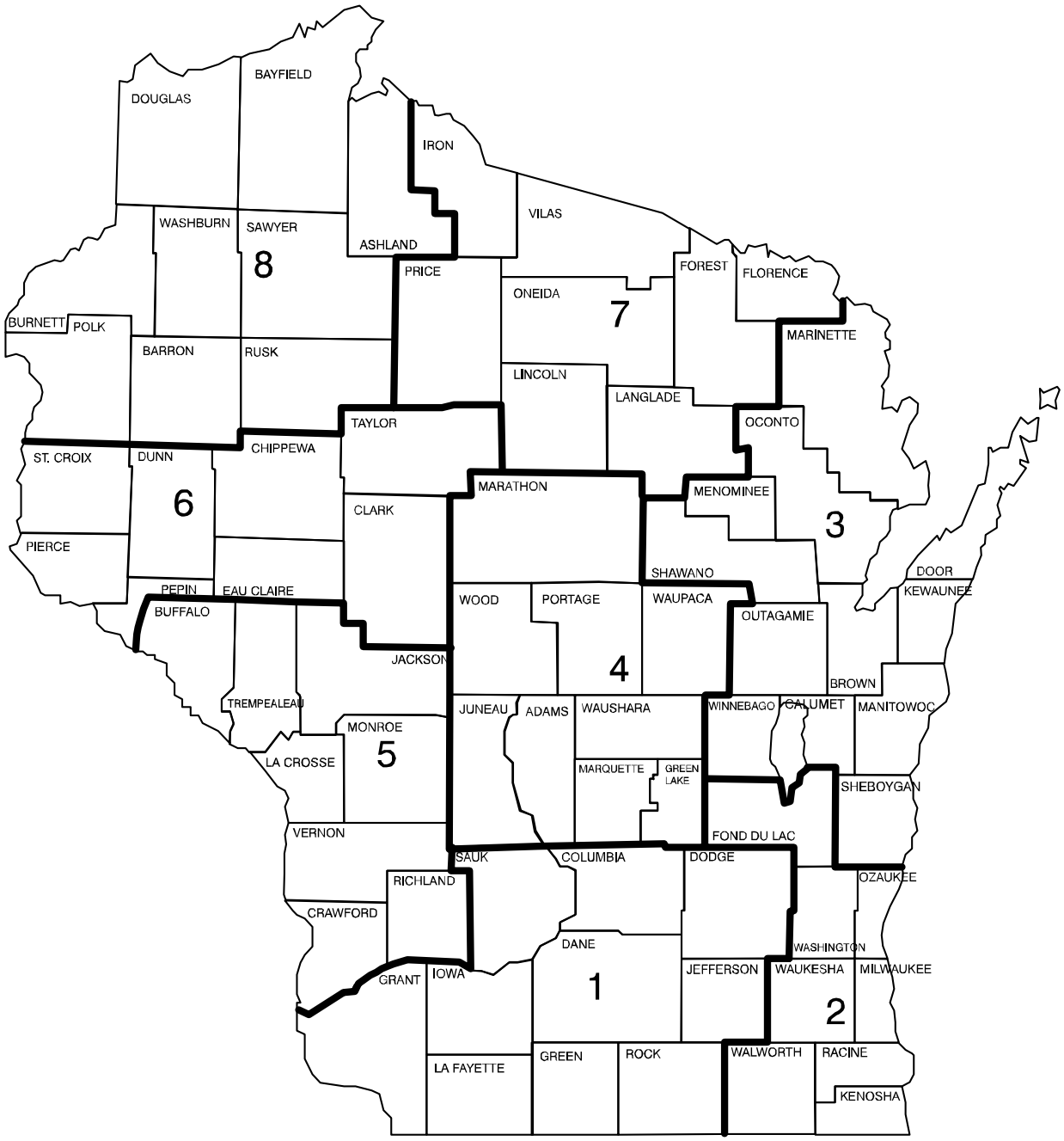
		Frequency	Percent
Valid	District 1	198	18.0
	District 2	506	46.0
	District 3	233	21.2
	District 4	49	4.5
	District 5	31	2.8
	District 6	40	3.6
	District 7	16	1.5
	District 8	27	2.5
	Total	1100	100.0

Table 7: Age Categories

		Frequency	Percent
Valid	18 to 44	480	43.6
	45 to 64	400	36.4
	65 or older	204	18.5
	Total	1084	98.5
Missing	System	16	1.5
Total		1100	100.0

[3] Because of the small number of respondents in Districts 5, 6, 7, and 8, these districts were combined into two categories – District 5/6 and District 7/8 – for analysis throughout the report.

Figure 1: WisDOT Transportation District Map



GENERAL SATISFACTION

Respondents were initially asked three questions to assess their overall impression of Wisconsin's transportation system. First, they were asked their overall level of satisfaction with the current system. They were then asked what they thought were the top two most important transportation issues facing Wisconsin. Responses to this question were open-ended and coded for themes.

In general, satisfaction levels in Wisconsin are high and consistent across demographic groups. The most important issues identified by respondents were road maintenance, traffic volume, and alternative transportation or transit issues.

Overall Satisfaction

Over a quarter of respondents said that they were "very satisfied" with Wisconsin's current transportation system and nearly 90 percent were either "somewhat" or "very satisfied." This represents a high level of satisfaction overall.

Differences in Satisfaction by Demographic Characteristics

There were small but notable differences in overall assessment by district, race, rural/urban status, and income. A significant majority of respondents in every demographic category still said they were either very or somewhat satisfied with Wisconsin's transportation system. Overall satisfaction was highest in northern districts (97.1 percent in Districts 7/8, and 93.3 in Districts 5/6) and lowest in District 1 (86.8 percent). Satisfaction was highest for Native Americans (99 percent) and African-Americans (94.2 percent) and lowest among people of Asian descent (86.2 percent). Overall satisfaction was highest for people in rural areas (94.1 percent compared to 87.4 and 85.3 percent for urban and suburban areas respectively). Satisfaction generally increased with income, with only 80.8 percent of people earning less than $15,000 reporting being "very" or "somewhat satisfied" while 94.3 percent of those earning between $50,000 and $75,000 reported the same thing.

Most Important Issues

Respondents were asked two open-ended questions about the most and second most important transportation issue facing the state of Wisconsin. Responses were coded and three major themes identified. Responses to both questions shared very similar patterns and so all responses were combined and an overall analysis is presented here.

The most common important issue mentioned by respondents had to do with road maintenance and upkeep. Most of these comments referred to maintaining a good running surface free of potholes. Many comments also mentioned seasonal maintenance, including snow removal, brush removal, and line painting.

The second most common theme in response to the most important issue facing the state focused on traffic and congestion. Most of these comments referenced the sheer volume of traffic or increasing problems with congestion and traffic jams.

The third most common theme in response to the most important issue focused on transit options. Comments often related to the traffic volume and suggested the need for alternatives to automobiles. Subthemes focused on intercity rail service and/or local transit options. Many comments also identified changing demographics, such as an aging population, that supported a shift to providing more transportation options.

A number of subthemes were also mentioned, though less frequently than the main themes. These included references to the capacity of road ways and encouragement to expand certain roads to four-lane divided highways. A second subtheme spoke to poor or unsafe driving habits such as speeding, driver inattention, or drinking and driving.

GOALS

Respondents were asked how important a list of general transportation goals were to the quality of life for them and their families. Eighteen goals were included in the list, including: four items relating to congestion and travel times; five items relating to alternative (non-automobile) transportation modes; three items relating to bicycle and pedestrian issues; two items on environmental issues; and one item each on maintenance, safety, aesthetics, and decision-making. (For the actual wording of each item, see Appendix A below.)

Table 8: General Transportation Goals, by Group

Group	Goal
congestion and travel times	Reducing traffic congestion on state and Interstate Highways
	Reducing traffic congestion in your area
	Reducing daily commute times
	Reducing travel times
alternative (non automobile) transportation	Affordable alternatives to driving
	Getting around without a car
	Being able to get between cities in Wisconsin without a car
	Direct airline connections
	Passenger rail system
bicycle and pedestrian issues	Safe sidewalks and pedestrian crossings
	Safe bike and pedestrian routes to school
	Safe bike paths and lanes
environmental issues	Reducing Pollution
	Reducing impact on the environment
other issues	Well-maintained state roads, highways and bridges
	Improving Safety
	Visual appearance of state and Interstate highways
	Having a say in decisions

Response options were "very important," "somewhat important," "not too important," and "not at all important." The list of items was randomly rotated for each respondent to avoid primacy or recency effects. The analysis here focuses on the percentage of respondents who said that the item was "very important."

Having well-maintained state roads, highways, and bridges was rated most important consistently by respondents. Likewise, improved safety was also an important goal for respondents. There was a relatively high ranking for having safe sidewalks and pedestrian crossings and safe bike and pedestrian routes to schools. Both environmental items ranked in the top seven goals. The least important goals had to do with reducing travel times, both between

communities and daily commuting times. Air travel and passenger rail items were also low on the priority list for most respondents.

When examining differences in the relative importance of goals by demographic group, several patterns emerge[4]. First, the relative importance of having a say in decisions that affect respondents was lower for many of the groups who have been traditionally underrepresented in planning processes: communities of color, older people, and relatively low income people. Similarly, many of these groups also ranked the importance of reducing the impact of transportation projects on the environment and having safe bicycle routes lower than respondents as a whole. Conversely, being able to take care of daily needs and traveling between cities in Wisconsin without a car were more important goals for many of these groups.

Most important goals

The percentage of respondents who reported that a particular item was very important ranged from 79 percent for the most important item to 24 percent for the least important one, and fell in a relatively even distribution pattern between these two extremes. Goals clustered roughly into six tiers and will be discussed in the context of these tiers. In other words, several goals received relatively even importance ratings and will be treated together as a group. (See table below).

[4] A more detailed discussion of these differences is included below.

Table 9: Overall Goal Ranking

Tier	Goal	Very Important
1	Well-maintained state roads, highways and bridges	78.9
2	Safe sidewalks and pedestrian crossings	67.6
	Improving Safety	66.3
	Safe bike and pedestrian routes to school	63.8
3	Reducing Pollution	57.7
	Having a say in decisions	54.2
4	Reducing impact on the environment	45.8
	Safe bike paths and lanes	45.1
	Affordable alternatives to driving	43.7
	Reducing traffic congestion on state and Interstate Highways	42.3
5	Getting around without a car	38.2
	Reducing traffic congestion in your area	37.8
	Being able to get between cities in Wisconsin without a car	35.9
	Visual appearance of state and Interstate highways	35.8
	Direct airline connections	30.9
6	Passenger rail system	27.9
	Reducing daily commute times	23.7
	Reducing travel times	23.5

Respondents identified having well-maintained state roads, highways and bridges as the most important goal for the DOT – described as very important by 79 percent of all respondents.

Roughly two-thirds of all respondents identified the next most important goals as very important, including having safe sidewalks and pedestrian crossings, improving safety on state and Interstate highways, and having safe bicycle and pedestrian routes to schools. Just over half of all respondents said that the third tier of goals were very important. These included reducing pollution and having a say in transportation decisions that affect the respondent.

Slightly less than half of respondents described the fourth tier goals as very important. Goals here included reducing the impact of transportation projects on the environment, having safe bike paths and bike lanes in one's community, having affordable alternatives to driving, and reducing traffic congestion on state and Interstate highways.

Approximately one-third of respondents said that being able to take care of daily activities without a car, reducing traffic congestion in their area, being able to get between cities in Wisconsin without a car, the visual appearance of state and Interstate highways, and having more direct airline connections was very important to them.

The bottom tier goals were indicated by roughly one-quarter of respondents as very important. This tier included having a passenger rail system, reducing

daily commute times, and reducing travel times between Wisconsin communities.

Comparison of Goal Importance by Demographic Characteristics

In order to better understand the relative importance of goals for different demographic groups, all goal items were ranked according to the percentage of respondents in a particular demographic group that said an item was very important. (For a complete list of goal rankings by demographic group, see the tables in Appendix B.) The ranked list was then compared to the overall ranking of importance of the item for all respondents. Comparisons made use of the tiers of importance identified above[5]. Analysis looks at relative differences in two ways. We begin the discussion by taking each tier in its order of overall importance and examining the goal and how often it was advanced or demoted by a particular demographic group. This analysis allows us to see which goals are ranked most consistently across demographic groups (in other words, where there is greater consensus) and where there is relative disagreement. Second, we look at how many items each demographic group re-ordered in its ranking to get a relative understanding of how much a particular demographic group's preferences vary from the population as a whole.

[5] For example, the second tier of importance includes the 2nd, 3rd, and 4th most important goal in a particular group. The comparison does not note if a particular item fell from 2nd to 4th place for a particular group. Instead, it focuses only on items that move from the second to the third tier of importance.

Table 10: Goal Displacement

Advanced	Goal	Demoted	Total Displacement
10	Getting around without a car	4	14
3	Having a say in decisions that affect me.	9	12
1	Safe bike paths and lanes	10	11
1	Reducing traffic congestion on state and Interstate highways	10	11
2	Reducing impact on the environment	7	9
6	Being able to get between cities in Wisconsin without a car	2	8
5	Passenger rail system	0	5
5	Reducing pollution	0	5
4	Visual appearance of state and Interstate highways	1	5
3	Direct airline connections	2	5
2	Affordable alternatives to driving	3	5
4	Reducing traffic congestion in your area	0	4
1	Improving safety	3	4
3	Reducing daily commute times	0	3
1	Safe sidewalks and pedestrian crossings	2	3
1	Safe bike and pedestrian routes to school	2	3
0	Well-maintained state roads, highways, and bridges	3	3
2	Reducing travel times	0	2

The relative ranking of goals was generally stable across each demographic group. On the whole, 12 of the 18 goals were displaced – that is, either advanced to a higher tier of importance or demoted to a lower tier by a particular demographic group – five or fewer times overall. Four items (safe bike paths, having a say in decisions, getting around without a car, and reducing traffic congestion on highways) were displaced 10 or more times. Two goals (traveling between communities without a car and reducing the impact of projects on the environment) were displaced between five and 10 times.

A more detailed examination of individual goal displacement shows where disagreements lie or, in other words, which groups disagree on each particular goal.

The goal of having well-maintained roads, highways and bridges was demoted only three times, and in each case only to the second tier. African-American and Hispanic respondents and those earning between $35,000 and $50,000 per year demoted this goal.

Having safe sidewalks and pedestrian crossings was advanced in importance by those earning between $35,000 and $50,000 per year and demoted by those earning between $25,000 and $35,000 per year and those in District 4 . Improving highway safety was a more important goal for African-American respondents and was relatively less important to those in Districts 7/8, Native Americans, and alternative transportation mode users. Having safe bicycle and pedestrian routes to school was a more important goal to Hispanic respondents and relatively less important to Asian respondents and those earning between $15,000 and $25,000 per year.

Having a say in decision-making was one of the most often displaced items and was demoted three times more often than it was advanced. African-American, Native American, Hispanic, and Asian respondents all ranked this goal lower than the respondents overall. Likewise, those earning between $15,000 and $35,000 per year and those 65 years old or older demoted this goal. In addition, those in District 1, those earning $35,000 to $50,000 per year, and those with advanced degrees ranked this goal lower than respondents overall. The goal was more important to those in Districts 3 and 4, and those earning $25,000 to $35,000 per year. The goal of reducing pollution caused by automobiles and trucks was relatively more important to respondents in Districts 7/8, Native American and Asian respondents, alternative transportation users, and those with advanced degrees. No group demoted this goal in its ranking.

Reducing traffic congestion on state highways was demoted by ten different demographic groups and promoted in importance by only one – those earning $35,000 to $50,000 per year. Groups that ranked this goal lower included Districts 3, 4, 5/6, and 7/8; alternative transportation users; those with some college and those with advanced degrees; men; and those earning between $15,000 and $35,000 per year. Reducing the impact of transportation projects on the environment was a more important goal

overall to people in District 1 and those with advanced degrees. It was relatively less important to African-American, Native American, and Hispanic respondents; the two income categories earning less than $25,000 per year; those with a high school diploma or less; and those in District 4. Having safe bike paths and lanes was relatively more important to Native Americans but was less important to both age groups 45 years old or older; African-American, Latino, and Asian respondents; those earning $15,000 to $25,000 or $35,000 to $50,000 per year; those with advanced degrees; and those in Districts 3 and 5/6. Having affordable alternatives to automobiles was more important to those earning $25,000 to $35,000 per year and to those earning $75,000 or more. It was less important to Native American, Asian, and urban respondents.

The ability to take care of daily activities without a car was a relatively more important goal to ten groups and relatively less important to four. It was more important to those 65 or older, African-American and Native American respondents, alternative transportation users, those with only a high school diploma or some college, and those earning under $35,000. Reducing traffic congestion in the respondent's area was a relatively more important goal for those 45 to 64 years old, urban respondents, and those earning $35,000 to $50,000 or over $75,000 per year. It was not demoted by any group. Being able to get between cities without a car was relatively less important to those in Districts 3 and 4 and was more important to those 65 years old or older; African-American, Hispanic, and Asian respondents; and those in Districts 5/6 and 7/8. The visual appearance of state and Interstate highways was a more important goal to men, Latino and Native American respondents, and those earning between $15,000 and $25,000 per year. It was less important to those living in District 4. Having more direct airline connections was more important to people in Districts 7/8 and Hispanic and Asian respondents and was less important to people in Districts 5/6 and those earning $15,000 to $25,000 per year than it was to all respondents overall.

Those living in Districts 3 or 5/6, those with advanced degrees, and those earning between $15,000 and $25,000 or over $75,000 ranked having passenger rail service in Wisconsin higher than respondents overall. Reducing daily commute time was a more important goal for African-American, Hispanic, and Asian respondents. Reducing travel time between communities in Wisconsin was relatively more important to Native American respondents and those living in District 4.

Table 11: Goal Displacement by Demographic Group

Type	Demographic Group	Total Displacements
Race	Native American	9
	Hispanic	9
	African American / Black	8
	Asian / Pacific Islander	8
	White	0
Income	Less than $15,000	2
	$15,000 to less than $25,000	9
	$25,000 to less than $35,000	5
	$35,000 to less than $50,000	6
	$50,000 to less than $75,000	0
	$75,000 or more	4
District	District 1	2
	District 2	0
	District 3	6
	District 4	6
	Districts 5/6	6
	Districts 7/8	5
Education	High School or less	2
	Some college	2
	Associate's degree	0
	Bachelor's degree	1
	Advanced degree	7
Age	18 to 44	0
	45 to 64	2
	65 or older	4
Alt. Trans.	Alternative mode user	4
	Conventional mode user	0
Urban/Rural	Urban	2
	Suburban	0
	Rural	0
Gender	Male	2
	Female	0

As a second part of the analysis, the total number of displacements per demographic group was examined to determine relative variation of goal-setting for the population as a whole. In other words, this analysis looks at which demographic groups have goals that vary most often from the general population. Of the 32 demographic comparison groups including in this analysis, 17 had no displacement or displaced a single pair of items. An additional four categories had three or four displaced items (or roughly two pairs of displacement). The remaining eleven categories had between five and

nine displaced items. The greatest displacement was found among racial groups, where African-American, Native American, Hispanic, and Asian rankings had eight or nine displacements. There was significant displacement by income as well. Three of the six groups had between five and seven displaced items. Similar displacement was found for three of the six districts. Finally, within education, the ranking for those with advanced degrees displaced seven items.

TRAFFIC CONGESTION

Respondents were asked several questions about traffic congestion on Wisconsin roads. First they were asked to assess the relative congestion in their area with the rest of Wisconsin and in Wisconsin as a whole with other states in the United States. They were then asked about their support for a number of traffic management methods, such as service patrols, electronic message signs, advisory radio stations, and alternate route designations.

Overall, most respondents do not perceive the traffic in their area to be significantly worse than in other areas and most believe it to be better in Wisconsin than in other states. There is strong support for continuing the same level of traffic management methods as currently used.

Perceptions of Congestion

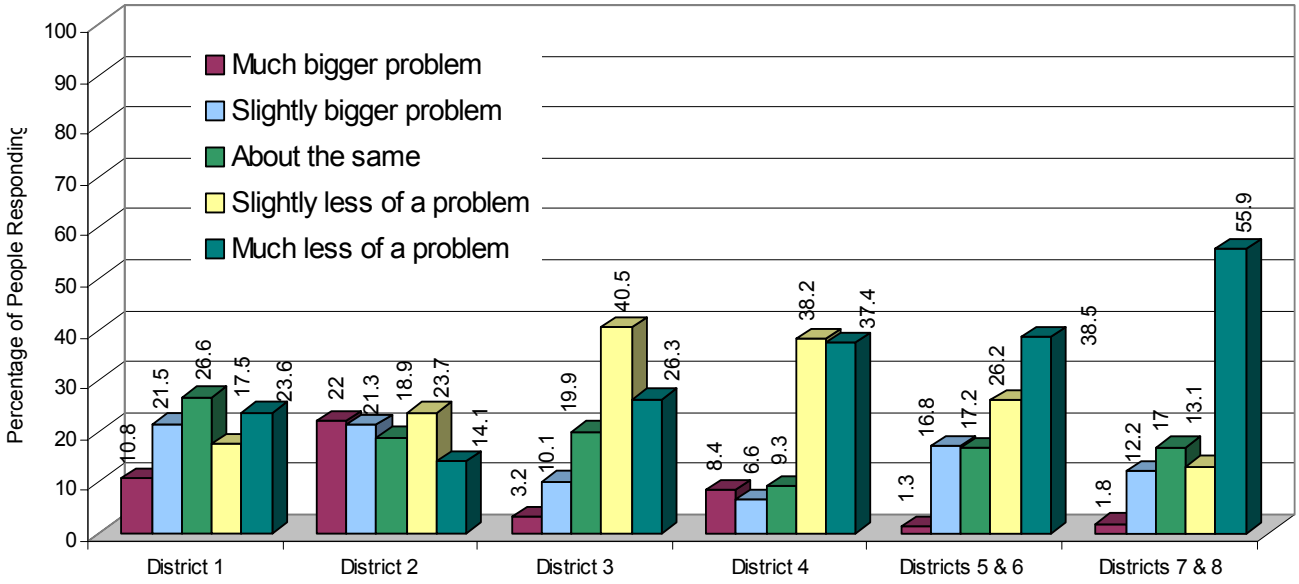
Less than a third of all respondents felt that traffic congestion was either a slightly bigger or a much bigger problem in their area than in other parts of the state. About one-fifth thought the problem was about the same in their area, while just over half felt that traffic congestion was less of a problem in their area.

When asked to make a similar comparison between Wisconsin and other states, almost two-thirds felt that traffic congestion was either slightly less or much less of a problem in Wisconsin. Less than 10 percent felt that traffic congestion was worse in Wisconsin than in other states.

Perceptions of Traffic Congestion by Demographic Characteristics

There were notable differences in perceived local traffic congestion by district, race, urban/rural status, education, and income. Respondents in District 2 were most likely to report traffic in their area being a bigger problem than in other parts of the state (43 percent), followed by those in District 1 (32 percent). Relatively high percentages of Native American, Asian, and Hispanic respondents felt that their areas had worse traffic congestion than other parts of the state (45, 42, and 37 percent respectively), while African-Americans were least likely to report this (18 percent). Urban and suburban respondents reported more traffic problems locally than rural respondents (44 and 40 percent respectively, compared to 15 percent). Those with a bachelor's degree or advanced degree also reported more traffic congestion in their area (44 and 43 percent respectively). Those earning $75,000 or more reported similar levels of problems (45 percent).

Figure 2: Local Traffic Rating, by District



There were few notable differences in the state's perceived traffic congestion as compared to other states in the US. Suburban respondents were somewhat less likely to say that problems in Wisconsin were less than in other states (45 percent, compared to 59 percent of urban and 60 percent of rural residents). There seemed to be a small tendency for those with more education to say Wisconsin had fewer problems than other states – from 56 percent of those with a high school diploma or less to 70 percent of those with an advanced degree.

Support for Traffic Management Tools

Overall, respondents were content with current levels of traffic management tools on Wisconsin roads. Over two-thirds of respondents said that they would like to see WisDOT use these methods about as much as they do now. The remainder of respondents were evenly divided on either side, with approximately one-sixth saying they would like to see the methods used more and one-sixth saying they would like to see them used less.

Differences in Support by Demographics Characteristics

There were few dramatic differences in support for traffic management methods. In most cases, the vast majority of any particular demographic group supported current levels of use, and those wanting to see these methods used more were balanced by those wanting to see them used less. Differences were found for racial and ethnic groups. Significant percentages of African-American, Native American, Hispanic, and Asian respondents favored using these techniques more (48, 35, 27, and 27 percent respectively).

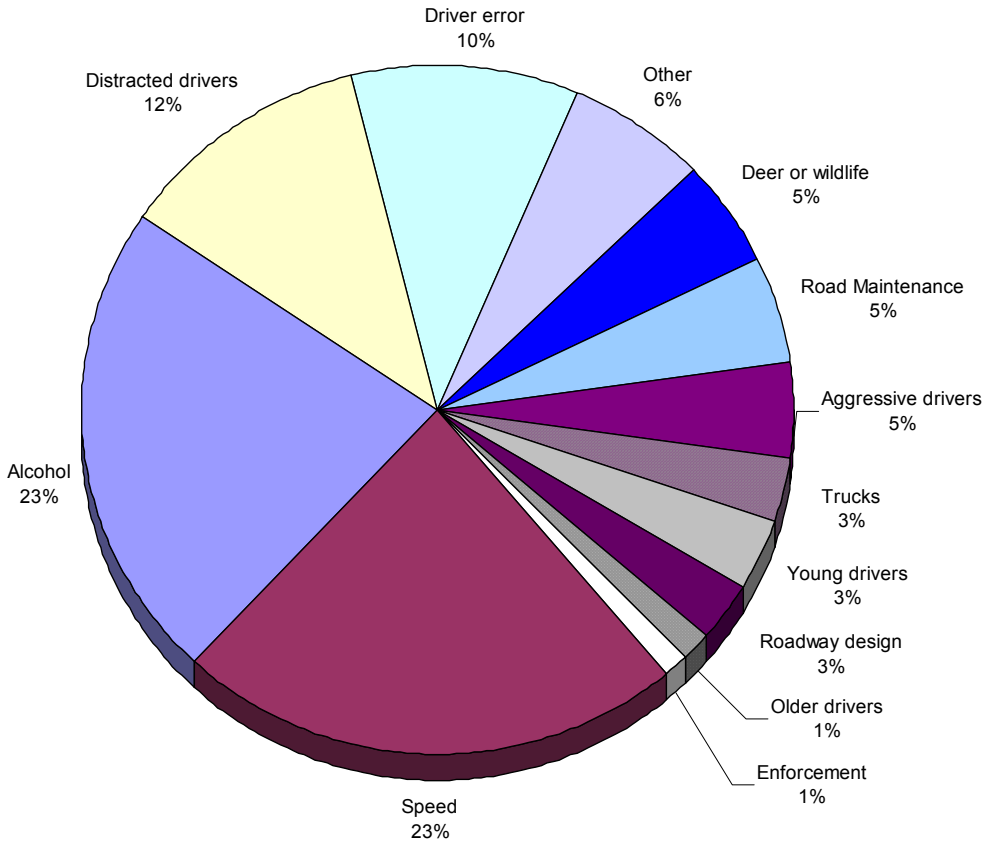
SAFETY

Respondents were asked four questions about safety on Wisconsin roads and highways. They were first asked what they thought the single biggest threat to safety on the roads was. They were then asked what one thing they thought the DOT should do to improve safety. Finally, they were asked if they thought stiffer penalties or writing more tickets would cause people to drive more safely over time.

Biggest Threat to Highway Safety

When asked what the biggest threat to highway safety was, the most common answers were speed and alcohol, each mentioned by slightly over one-fifth of respondents. About 10 percent of respondents mentioned distracted drivers and another 10 percent cited bad drivers or driver error.

Figure 3: Biggest Threat to Safety on the Roads Today, Overall



Comparison of Threats by Demographics Groups

While the basic pattern of responses was found in most demographic groups, a number of differences were also noted. While looking at responses by age

group, respondents 65 years old or older were significantly more likely to cite speed as the biggest threat (41 percent), while those 18 to 44 were less likely to report this (15 percent). For younger respondents, road maintenance and wildlife were reported slightly more often than for the population as a whole (about seven percent for each).

Likewise, regional differences also emerged. Those in Districts 7/8 were much more likely to report bad drivers (20 percent) and wildlife as a threat (24 percent). Those in District 4 were more likely to mention speed (32 percent) and to cite both wildlife and highway maintenance as threats (nine percent for each), while eight percent of those in Districts 5/6 said that maintenance was the main threat.

Comparisons by race found that African-American respondents were significantly more likely to mention alcohol as a threat (32 percent), while Native Americans were more likely to mention speed (34 percent). Native Americans also mentioned wildlife more often than the overall population (13 percent). Latino respondents said that distracted drivers were the main threat more often (17 percent) and Asian respondents mentioned both distracted drivers (21 percent) and bad drivers (18 percent).

What one thing should the DOT do?

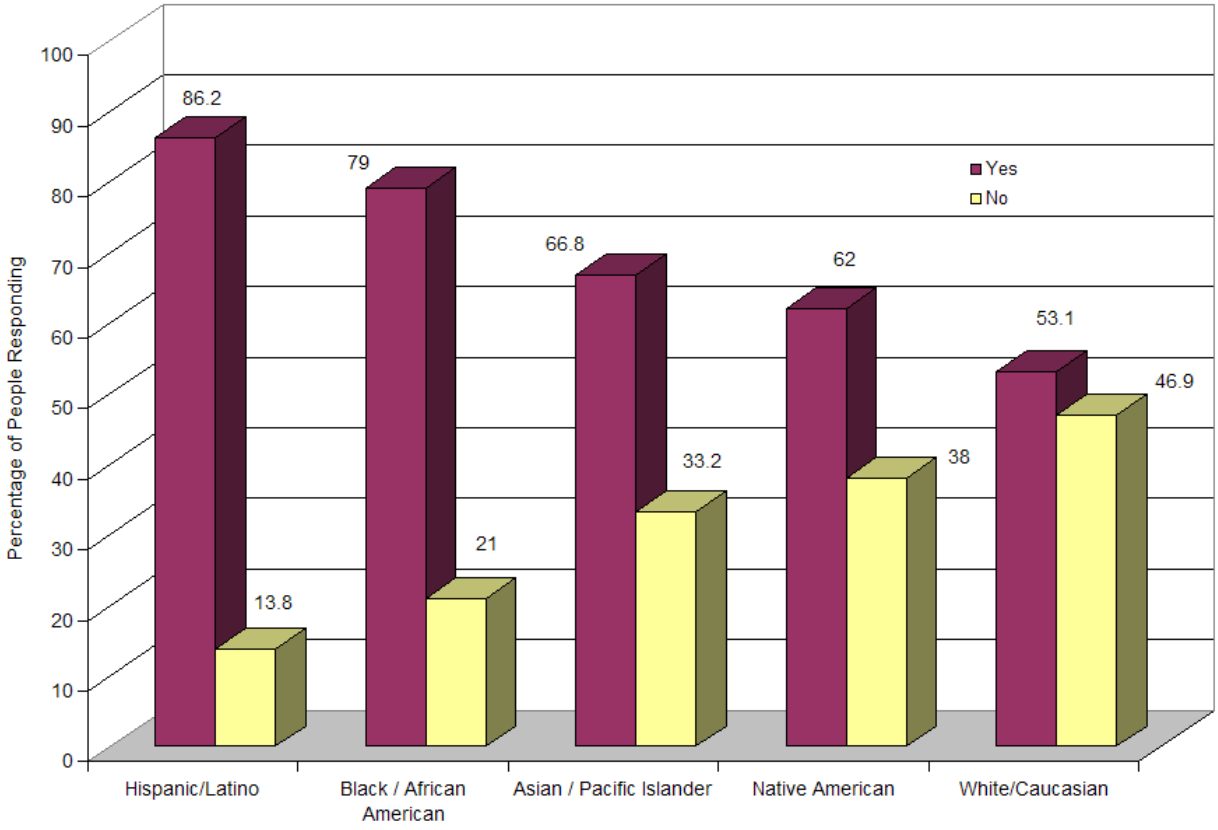
Most suggestions for DOT actions involved increased enforcement or tougher laws. Many people suggested increased police patrols and ticketing. Others suggested laws against cell phone use while driving or tougher penalties for speeding or drinking and driving. The second most common responses focused on road maintenance, including reducing potholes and removing snow and ice in the winter. A number of suggestions centered on driver education and more stringent licensing procedures, including tougher tests for new drivers and frequent re-testing for older drivers or drivers with moving violations. A smaller number of suggestions focused on improving highway design. These items included building more four-lane divided highways, improved lighting, and better signage.

The effectiveness of stiff penalties and more tickets

Respondents were asked if they thought stiffer penalties or writing more tickets would cause people to drive more safely over time. A slight majority (55 percent) felt that stiffer penalties would be effective at increasing safety, while slightly more (60 percent) felt that writing more tickets would be.

Strongest support for stiffer penalties was found among Hispanic, African-American, Asian, and Native American respondents (86, 79, 67, and 62 percent respectively). Support was also somewhat higher among those 65 years old or older, alternate mode transportation users, those earning less than $15,000 per year, and women (at about 60 percent of each group). Support was lowest among those with an associate's degree and those earning between $35,000 and $50,000 per year (at about 45 percent of each group).

Figure 4: Effectiveness of Stiffer Penalties, by Race



Support for writing more tickets was very consistent across demographic groups. Strongest support was found among Hispanic respondents (74 percent), in District 4 (69 percent) and Districts 7/8 (66 percent), among those with an advanced degree (68 percent), and those earning less than $15,000 per year (67 percent).

PERCEPTIONS OF DOT EFFECTIVENESS

Respondents were read a series of four statements about the DOT and local government agencies and asked how much they agreed or disagreed with the statements. Statements were designed to assess perceptions of the effectiveness of transportation planning and implementation. The first statement dealt with coordination between WisDOT and local transportation departments. The second statement focused specifically on local governments' and agencies' transportation plans. The next statement examined whether people felt they had a voice in the planning process, and the final statement addressed local transportation needs.

The results of the survey indicate that most residents have a favorable opinion of the effectiveness of the DOT to work with local agencies to meet the transportation needs of the state. Rural people were more likely to say that the DOT met their local needs than urban or suburban respondents. Likewise, respondents from communities of color were more likely to agree to the statement "opinions of people like me matter to the DOT" than white respondents.

Overall Perception of Effectiveness

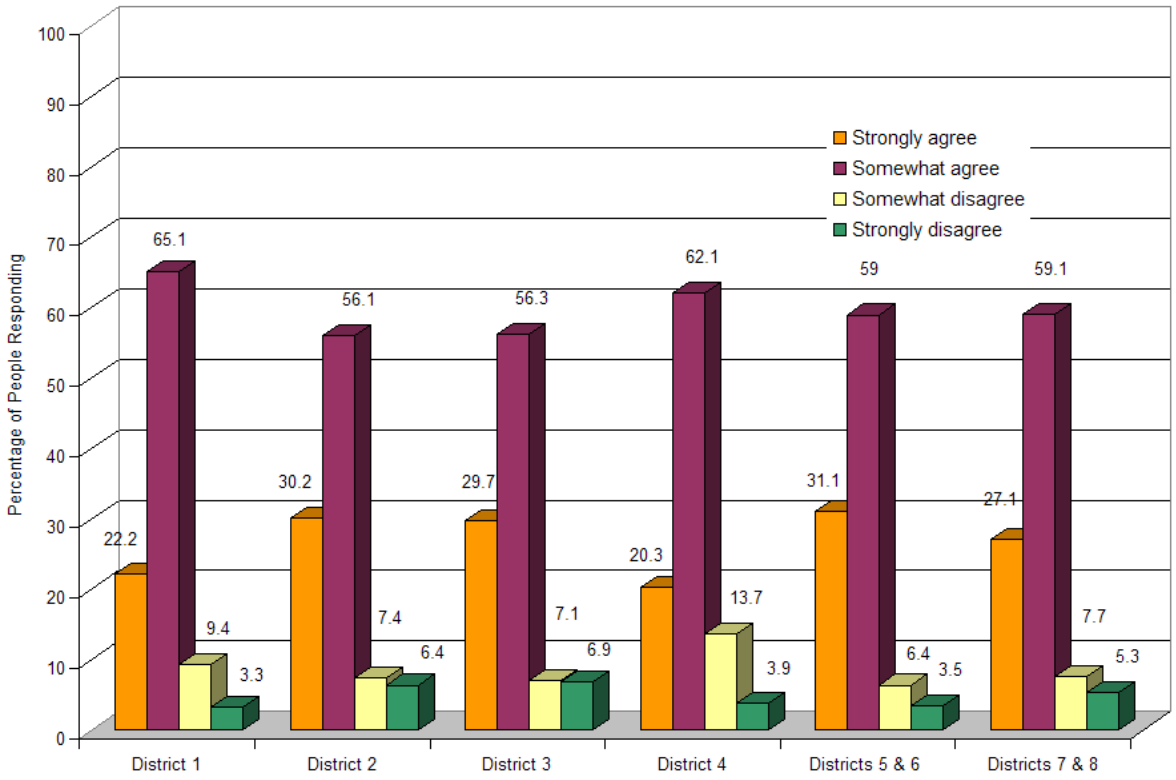
Overall, respondents agreed that the DOT is effective in transportation planning. About 30 percent of respondents strongly agreed that the DOT met the transportation needs in their area of the state and almost 90 percent either strongly or somewhat agreed to this statement. Almost one-quarter of respondents strongly agreed that WisDOT and local transportation departments work well together and 85 percent agreed either strongly or somewhat with the statement. Slightly less agreed that local agencies create effective transportation plans for the district. Just under one-fifth strongly agreed with this statement and just under four-fifths agreed either strongly or somewhat with the statement. About the same percentage of respondents strongly agreed with the statement that opinions of "people like me" matter to the DOT, but just under 70 percent either strongly or somewhat agreed with the statement.

Comparison of Agreement by Demographics Characteristics

Agreement is generally consistent across most demographic groups and varies only in emphasis. The vast majority of every group either somewhat or strongly agreed to each of the four statements. There was slightly higher than average agreement that the DOT met the transportation needs of an area in Districts 7/8 (92 percent) and slightly lower agreement in District 4 (82 percent). Likewise, when examining racial differences, Hispanic respondents agreed more often with the statement (96 percent), while Native American respondents agreed less often (70 percent). Agreement was highest among rural respondents (92 percent) and decreased for suburban (84 percent) and urban respondents (81 percent). Similarly, agreement increased with income

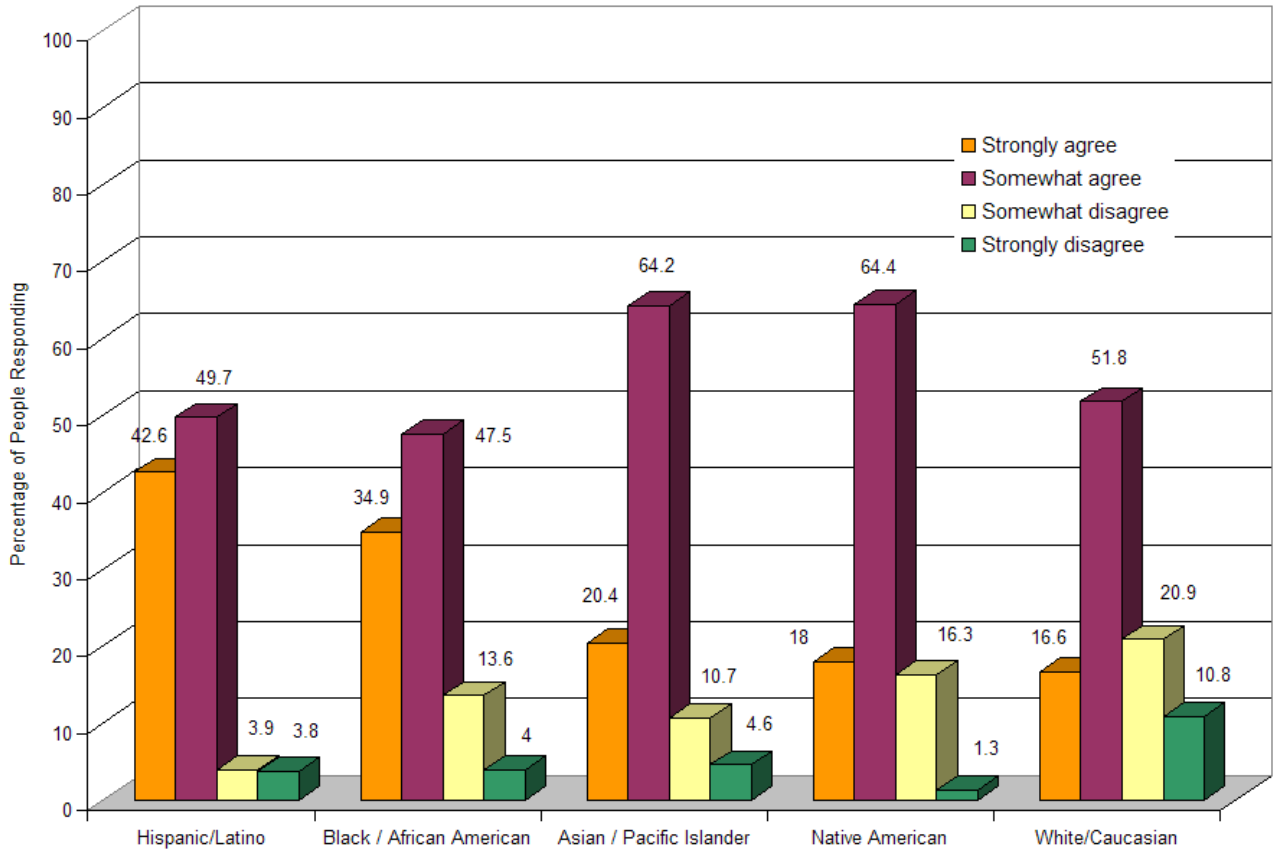
from a low of 79 percent among those earning $15,000 per year or less, to a high of 89 percent among those earning $75,000 per year or more.

Figure 5: Locally Met Needs, by District



There were two differences in responses to the statement about opinions of "people like me" mattering to the DOT. First, agreement was higher in communities of color than among white respondents. Ninety-two percent of Latino respondents agreed to this statement compared to 68 percent of white respondents. Second, agreement was higher among those with some college than those with bachelor's or advanced degrees (76 percent compared to 62 and 64 percent respectively).

Figure 6: DOT Cares about Opinions of "People Like Me," by Race



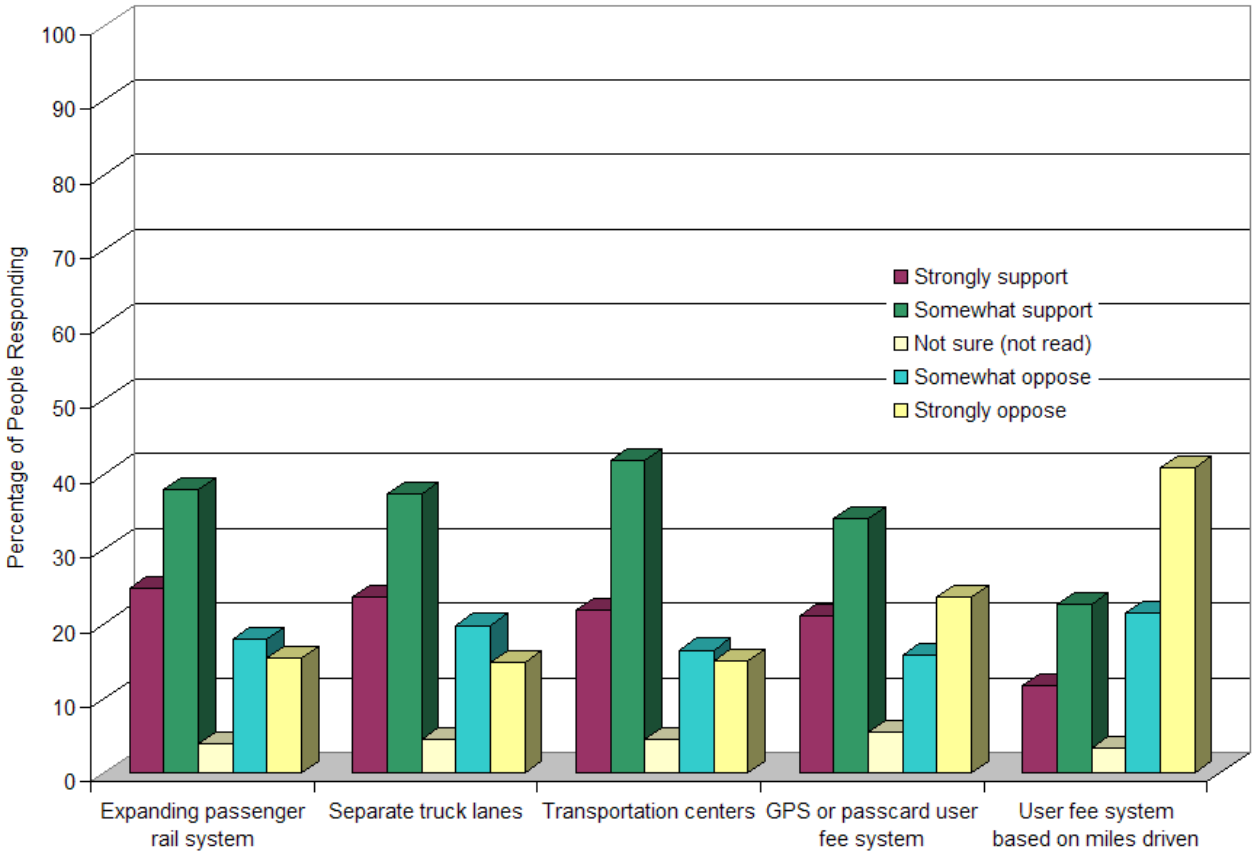
There were no meaningful differences for statements about WisDOT / local transportation department coordination or the effectiveness of local governments in creating regional transportation plans.

PROPOSALS

Respondents were asked how strongly they would support or oppose four separate proposals: separate truck lanes; an expanded passenger rail system; a user-fee system that would charge people based on how many miles they drive, using technology like a passcard or GPS (global positioning system); and the development of transportation centers in major cities.

Support is generally high and consistent across demographic groups for three proposals: an expanded passenger rail system, developing transportation centers in major cities, and developing separate truck lanes. Support is very low for introducing a user-fee system to Wisconsin roads.

Figure 7: Support for Each Proposal, Overall



Separate Truck Lanes

Just under one-quarter of respondents said they strongly supported and 61 percent said that they would either strongly or somewhat support the development of separate truck lanes on Wisconsin's heaviest traveled highways, while less than a third said they would oppose them.

With only one exception, a majority of every demographic group would support separate truck lanes. That exception is Native Americans, where only 46 percent said that they would support the proposal. Support was highest in Districts 7/8 (72 percent) and among Hispanic respondents (70 percent). Support tends to decrease slightly with the age of respondent and increase with urbanization. Support is not correlated with education or income.

Expanded Passenger Rail System

One-quarter of respondents strongly supported and nearly two-thirds either strongly or somewhat supported an expanded passenger rail system in

Wisconsin that would serve several major cities with high-speed service, while about one-third would oppose the plan.

A majority of respondents in every demographic group expressed support for an expanded passenger rail system and support was generally consistent across all groups. The strongest support was found among Latino and African-American respondents (81 and 73 percent respectively), those with advanced degrees (78 percent), among urban respondents (71 percent), and among those in District 1 (70 percent). The weakest support was found in District 4 (51 percent).

User-fee System

Respondents were asked if they would support a user-fee system that would charge people based on how many miles they drive. If they supported the idea, they received a follow-up question about the use of technology for such a system. Less than one-third of respondents said that they would support such a system and over 60 percent said they would oppose it. Among those who supported the overall idea of a user-fee system, slightly over half would support using GPS or passcard technology to support the system, while about 40 percent said they would oppose it.

Responses to this proposal were generally consistent across demographic groups. The strongest support for the proposal was found among those earning less than $15,000 per year (45 percent), those with advanced degrees (44 percent), Latino and African-American respondents (43 and 42 percent respectively), and alternative transportation users (41 percent).

Transportation Centers

One-fifth of all respondents said they would strongly support the development of transportation centers in several Wisconsin cities, while just under two-thirds said they would either strongly or somewhat support the idea. Just under one-third said they would oppose the transportation centers.

Support for the development of transportation centers is relatively consistent across demographic groups. With one exception, a significant majority of every demographic group supports the idea. The exception is District 4, where only 49 percent of respondents support developing transportation centers. Support among Native Americans is also lower than average with only 54 percent supporting the idea. Support is strongest among African-American and Hispanic respondents (84 and 73 percent respectively) and those earning between $15,000 and $25,000 per year (75 percent).

TRADE-OFFS

Part of the questionnaire explained that DOT had many responsibilities and limited resources. This often means choosing between important goals. Respondents were then asked to put themselves in the place of the DOT and choose between a series of pair options. Respondents received six trade-off questions. The question list was randomly rotated for each respondent.

A large majority of respondents felt that it was better to focus transportation projects on the areas of the state that were most in need rather than balancing projects across the state as a whole. Likewise, a large majority felt it was more important to increase the capacity of a congested road than build a new road for economic development. Smaller, though relatively consistent, majorities felt it was more important to resurface roads than to increase capacity, and also that it was better to reduce the overall project cost than to reduce inconvenience to drivers.

Figure 8: Trade-Offs

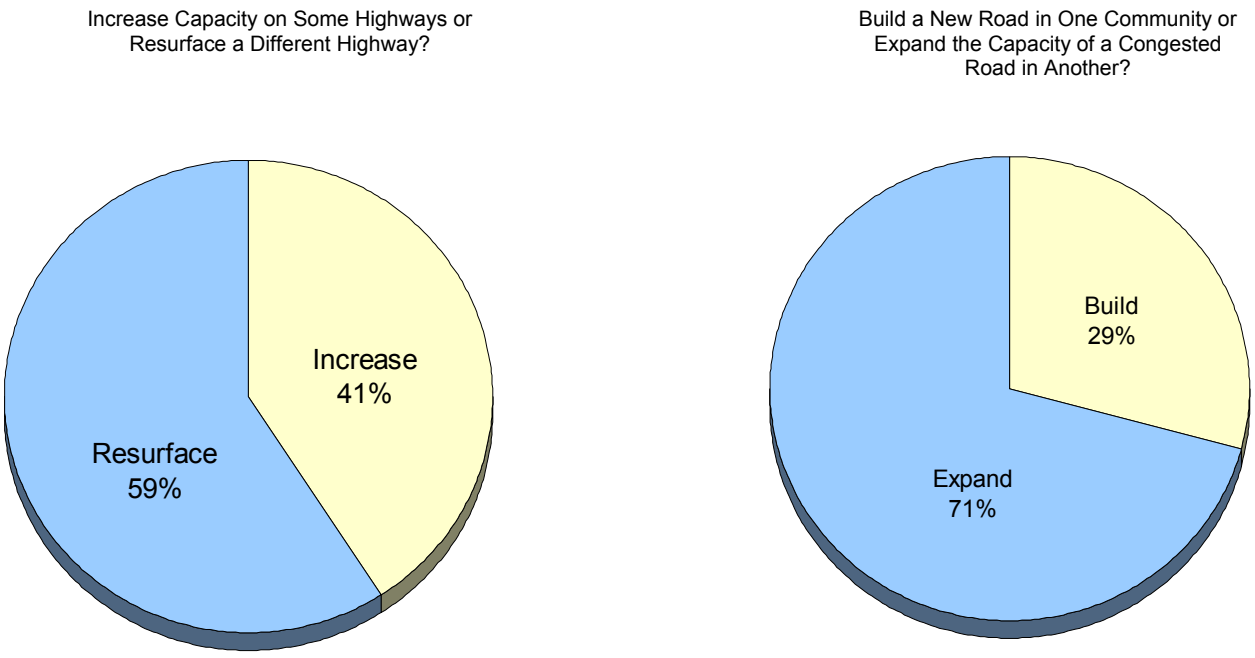
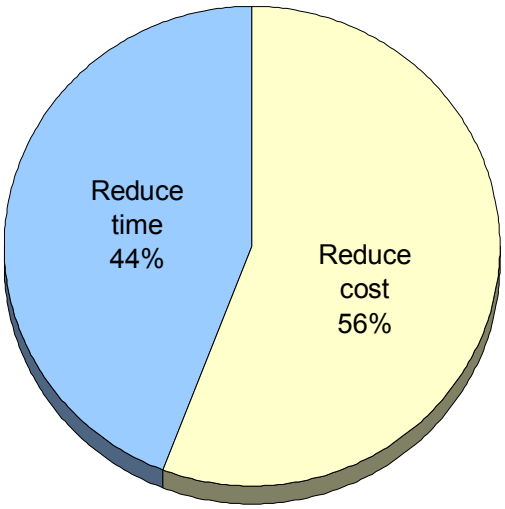
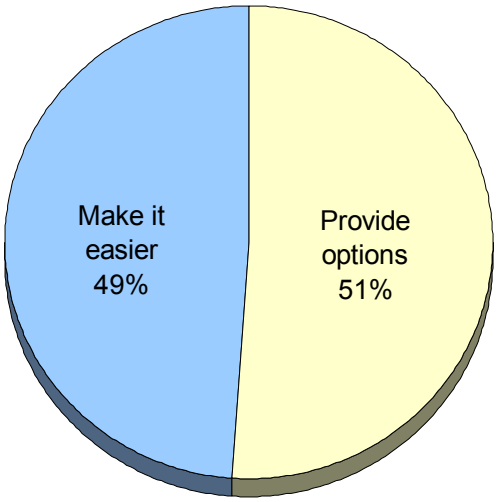


Figure 8, continued: Trade-Offs

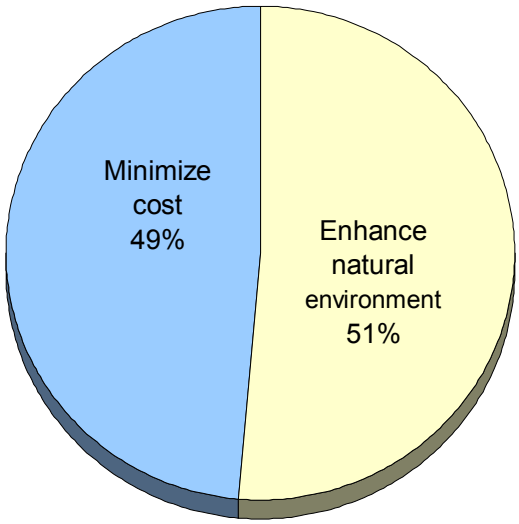
Reduce Cost of Highway Project or Reduce Amount of Time Project Inconveniences Drivers?



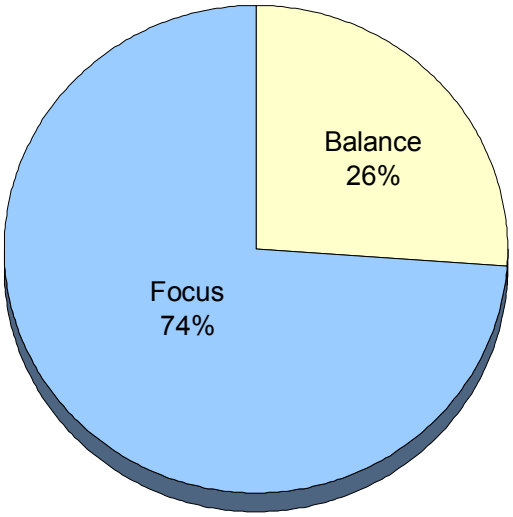
Provide Additional Options for People That Can't Drive or Make It Easier for Drivers to Get Where They Want to Go?



Enhance Natural Environment or Minimize Cost of New Transportation Improvement?



Balance Transportation Projects Across Wisconsin or Focus Efforts on Particular Areas in Most Need?



Two trade-offs, though, had respondents evenly divided. There was no clear consensus on whether it was more important to provide more options to non-drivers or to make it easier for drivers to get where they are going. Older respondents, urban respondents, women, people with lower education or advanced degrees, and African-American and Hispanic respondents tended to support options for non-drivers, while suburban respondents, men, people with associate's or bachelor's degrees, and Asian and Native American respondents chose to make it easier for drivers to get where they are going.

Similarly, respondents were split on whether it was more important to enhance the natural environment or reduce the overall project costs. Older respondents, those with less education, and middle income respondents tended to favor reducing project costs, while urban respondents, those with higher levels of education, women, alterative transportation users, people in District 3, and the lowest and highest income groups supported environmental enhancements.

Increasing Capacity vs. Resurfacing

In this scenario, respondents were given the choice between increasing the capacity on some highways or resurfacing projects on different highways. A majority chose resurfacing projects over increasing capacity (59 percent compared to 41 percent).

A majority of every demographic group selected the resurfacing option except among Asian respondents, where 52 percent selected increasing capacity. The largest percentages to select resurfacing were found for those 65 years old or older (66 percent) and in Districts 5/6 (65 and 66 percent respectively).

Economic Development vs. Increased Capacity

Respondents were then asked whether they would choose to build a new road to encourage economic development in one community or expand the capacity of a heavily congested road in another community. Seventy percent of the respondents said that they would choose to increase capacity on the congested road.

A significant majority of each demographic selected increasing capacity on the congested road over a new road for economic development. The greatest percentages selecting this option were found in District 4 (78 percent) and among those earning between $15,000 and $25,000 per year. Those earning less than $15,000 per year were less likely to select this option (61 percent), along with Latino and Asian respondents (57 and 59 percent respectively) and those 65 years old or older (64 percent).

Additional Options for Non-drivers vs. Convenience for Drivers

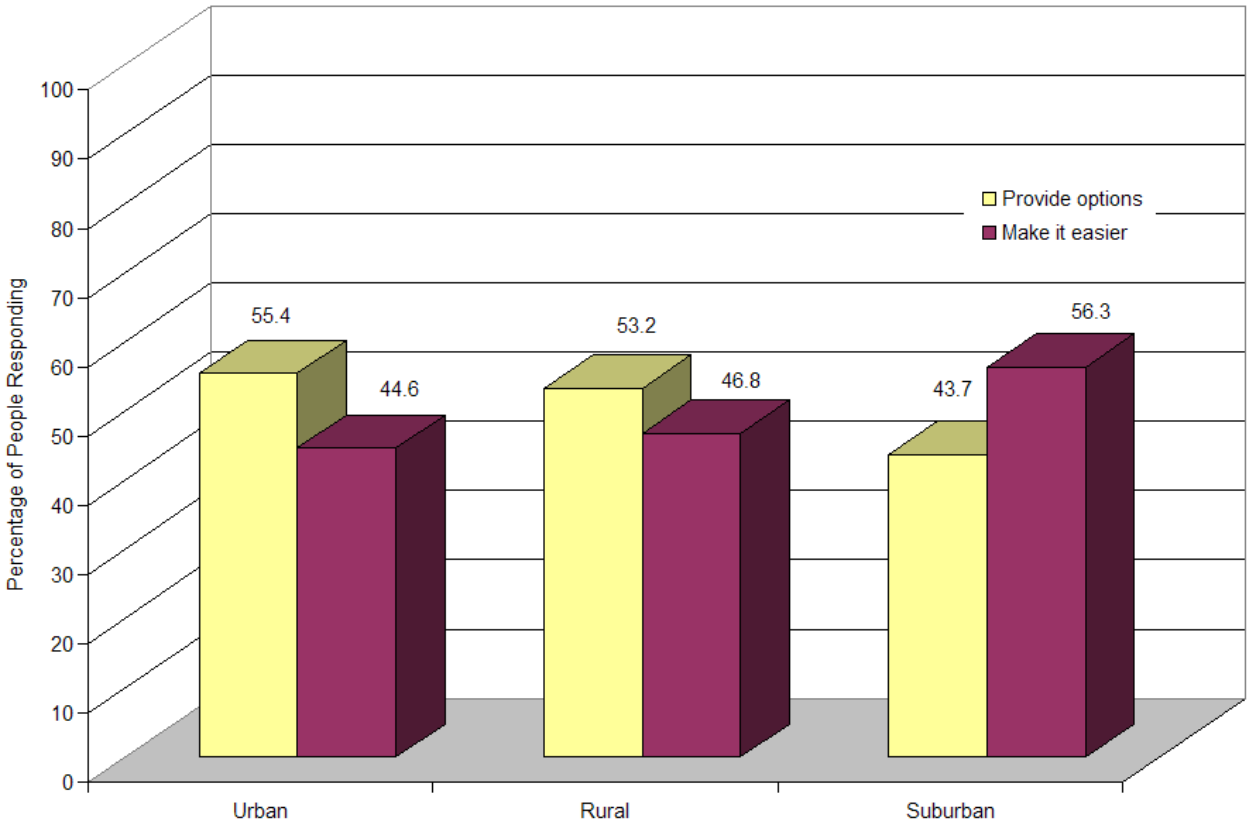
The next paired-choice question had respondents pick between providing additional options for people who can't drive or making it easier for drivers to get where they wanted to go. Respondents were almost evenly divided on

this question, with 51 percent choosing to provide options for non-drivers, while 49 percent chose to make it easier for drivers to get where they are going.

Because of the very close division of opinion on this topic, significant and meaningful differences could be found in nearly every demographic category. When looking at differences by age group, those 18 to 44 years old and those 45 to 64 were nearly evenly divided on the topic (50/50 and 51/49 for each group respectively), while those 65 or older supported more options for non-drivers. In fact, 56 percent of those 65 or older chose this option.

Clear majorities of respondents in Districts 1, 4, and 5/6 (53, 55, and 56 percent respectively) opted for making it easier for drivers to get where they were going, while equally strong majorities in Districts 2, 3, and 7/8 (52, 57, and 64 percent) chose providing more options for non-drivers. The strongest support for options for non-drivers was found in Districts 7/8 (64 percent in favor).

Figure 9: Provide Additional Options for People That Can't Drive or Make It Easier for Drivers to Get Where They Want to Go, by Urban/Rural Status



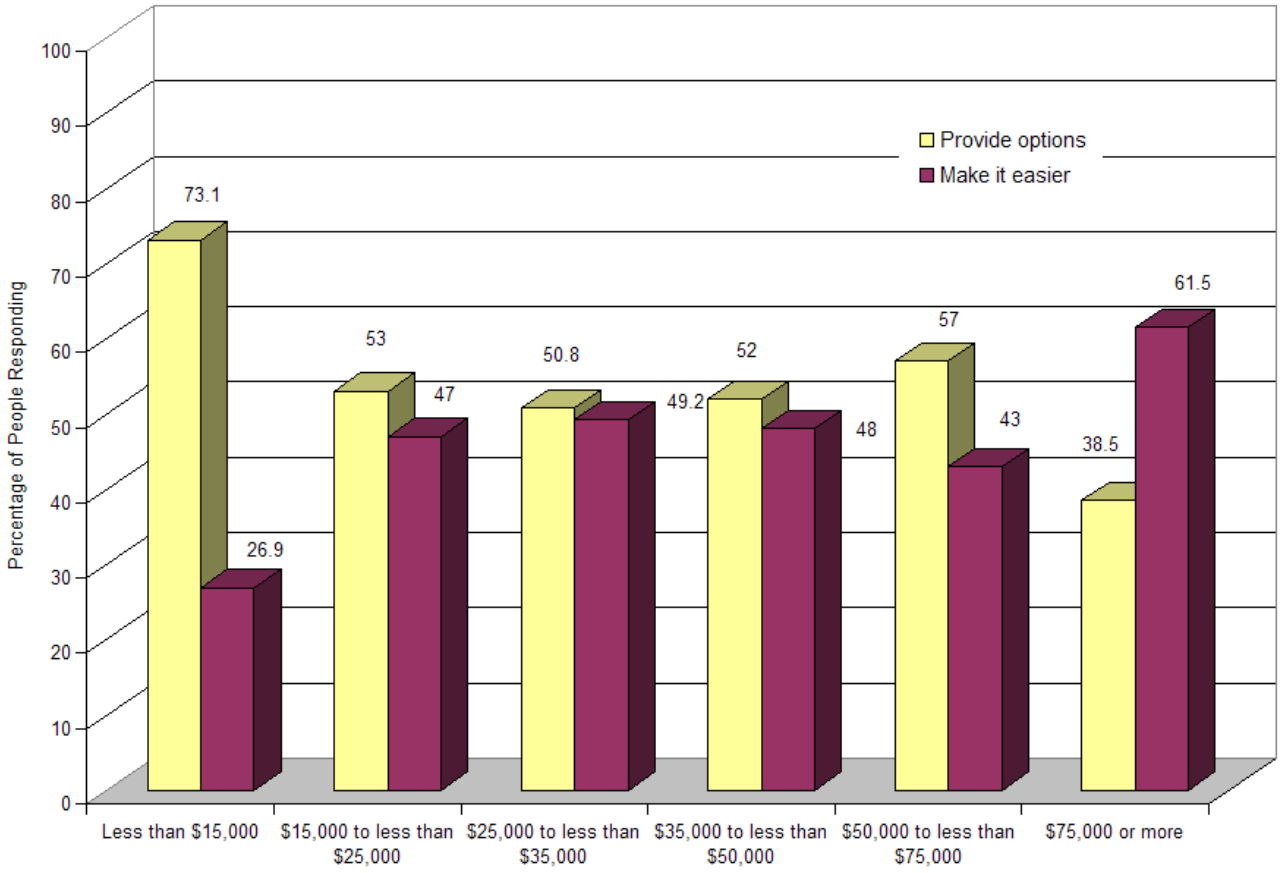
A racial comparison of the choices made by respondents finds African-American and Hispanic respondents choosing options for non-drivers (62 and 55 percent respectively), while Native American and Asian respondents selected making it easier for drivers (52 and 57 percent respectively). White respondents were evenly divided on the topic. Strongest support for options for non-drivers was found among African-Americans, while strongest support for drivers was found among Asian respondents.

Urban and rural respondents had similar levels of support for providing more options for non-drivers (55 and 53 percent), while 56 percent of suburban respondents chose making it easier for drivers to get where they are going.

An examination of differences by education reveal a pattern, where those with lower and those with the highest level of education chose more options for non-drivers, while those with associate's degrees or bachelor's degrees focused on making it easier for drivers (53 and 55 percent respectively). Fifty-two percent of those with a high school diploma or less, 55 percent of those with some college, and 54 percent of those with an advanced degree support non-driver options.

The pattern of responses for men and women virtually mirrored each other, with 54 percent of men choosing to make it easier for drivers to get where they are going, while 55 percent of women selected more options for non-drivers.

Figure 10: Provide Additional Options for People That Can't Drive or Make It Easier for Drivers to Get Where They Want to Go, by Income



All income categories earning less than $75,000 per year chose more options for non-drivers. In fact, the highest percentage of any group selecting this option was found among those earning $15,000 or less (73 percent). Conversely, 62 percent of those earning $75,000 or more per year chose making it easier for drivers to get where they are going.

A slight majority of both conventional and alternative transportation mode users selected providing additional options for non-drivers (51 and 52 percent respectively).

Reduced Cost vs. Reduced Inconvenience

Respondents were given a choice between reducing the cost of a highway project or reducing the amount of time the project inconvenienced drivers. A majority (56 percent) of all respondents thought that it was more important to reduce the cost of the project.

A comparison of differences by demographic characteristics revealed patterns by age group, district, race, and income. Generally, while a majority of each age group selected reducing the cost of highway projects, the

percentage increased with age. Sixty-one percent of those 65 or older chose to reduce project costs, compared to only 54 percent of those 18 to 44.

Regionally, respondents in District 2 were almost evenly divided by this choice, with a slight majority (51 percent) selecting reduced inconvenience. A clear majority of respondents in each of the other districts chose to reduce project costs. The highest percentages selecting this were found in Districts 7/8, 3, and 5/6 (65, 63, and 62 percent respectively).

A clear majority of white and Latino respondents said that it was more important to reduce project costs, while the opposite was true among African-American, Asian, and Native American respondents. In fact, the largest percentage of any demographics group choosing reduced inconvenience was found among Native Americans (88 percent).

Only one income group – those earning between $35,000 and $50,000 per year – thought it was more important to reduce inconvenience to drivers. A majority of all other income groups opted to reduce project costs.

Enhancing the Natural Environment vs. Reducing Project Costs

When respondents were asked to choose between enhancing the natural environment or minimizing the cost of new transportation improvements, they were almost evenly divided, with 51 percent choosing to enhance the environment and 49 percent minimizing the project cost[6].

There are patterns in the choices made by respondents in every demographic group. For example, while both age groups under 65 tipped towards enhancing the environment, the opposite was true for those over 65 years old – where a majority (54 percent) chose to minimize project costs.

Only one district – District 3 – had a clear statistical majority that supported enhancing the environment. In the other seven, three districts tipped slightly towards minimizing project costs (District 4 and Districts 7/8), three tipped slightly towards enhancing the environment (District 3 and Districts 5/6), and one was perfectly evenly divided (District 1).

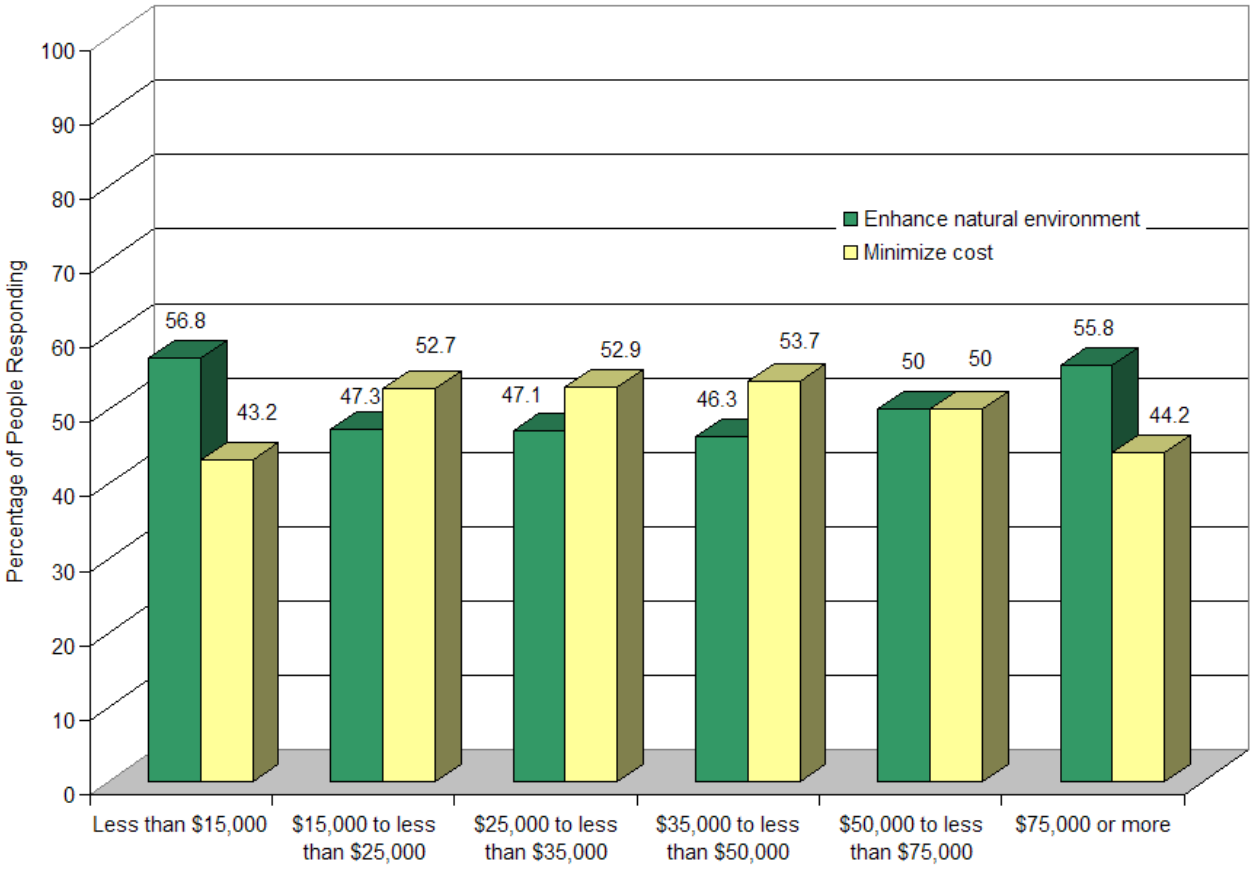
Racially, two groups – white and Asian respondents – are in statistical ties, with both groups tipping slightly towards enhancing the environment. Clear majorities in each of the other racial groups support enhancing the environment. In fact, over 80 percent of Native Americans chose this option.

Similarly, while suburban and rural respondents tipped slightly towards reducing the cost of projects, a clear majority of urban respondents (60 percent) opted for enhancing the environment. Likewise, while conventional mode users were nearly evenly split between the two options, a majority of alternative mode users (56 percent) chose to enhance the natural environment.

[6] This difference is not statistically significant given the margin of error for the overall survey. In the following discussion the term "tipping towards" will be used to describe differences that are not statistically significant, but possibly informative in terms of patterns of responses.

Differences by education are more definitive. Small majorities of those with a high school diploma or only some college opted to reduce the cost of projects, while a clear majority of those with associate's, bachelor's, or advanced degrees opted to enhance the environment. In fact, two-thirds of those with advanced degrees chose this option.

Figure 11: Enhance Natural Environment or Minimize Cost of New Transportation Improvement, by Income



A somewhat contradictory pattern of choices emerges for various income groups. A clear majority of the highest and lowest income groups support enhancing the environment, while a clear majority of those earning between $15,000 and $50,000 per year chose minimizing project costs. Those earning between $50,000 and $75,000 per year are evenly divided between the choices.

Men are evenly divided between the options, while a slight majority of women favor enhancing the environment.

Balancing Projects across the State vs. Focusing on Areas in Most Need

When asked whether the DOT should balance transportation projects across the state or focus efforts on particular areas of the state most in need of

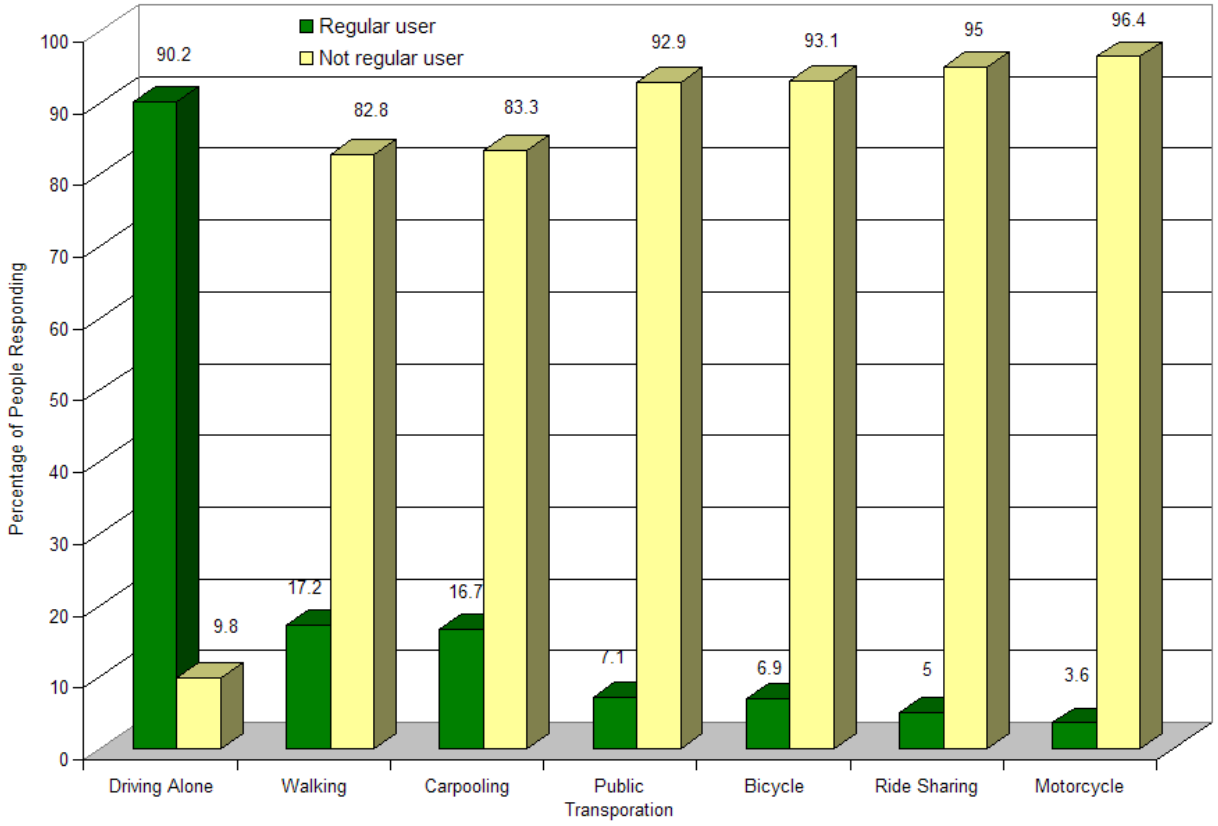
maintenance and repairs, three-quarters felt that it was best to focus on areas in need.

More than 70 percent of nearly every demographic group supported the idea of focusing on the areas of the state most in need. There are only three exceptions to this: somewhat smaller majorities of rural respondents and those respondents in Districts 5/6 and 7/8 supported focusing on areas in most need (69, 66, and 55 percent respectively).

TRANSPORTATION MODE

Respondents were asked a series of seven questions about their usual transportation modes. These modes included driving in a car or truck alone, carpooling, public transportation, ride sharing, bicycling, motorcycling, or walking. Respondents were asked how many of the trips that they make in a normal month were made by each mode. Response options included "nearly all," "most," "less than half," "only a few," and "none." Because of the relatively low number of responses for alternative transportation modes, responses were combined and respondents considered a "regular user" if they made nearly all, most, or less than half of their trips by that mode. In other words, if they made none or only a few of their trips using a given mode, they were not considered a regular user of the mode.

Figure 12: Overall Transportation Mode Use



Over half of all respondents said that they made all or nearly all of their trips driving alone in a car or truck. An additional quarter made most of their trips this way. About one-fifth said that they made less than half of their trips this way and six percent said that they made none of their normal trips driving alone in a car or truck.

The most common alternative modes regularly used by respondents included carpooling and walking (17 percent each). This was followed by public transportation – including buses, taxis, transit vans, and passenger rail – and bicycling, each used regularly by seven percent of respondents. Five percent of respondents said that they regularly used ride shares, vans, or transit services provided by a non-profit, church, or service provider. Four percent were regular motorcycle riders.

A composite measure of alternative transportation use was created to provide an overall picture of transportation mode use. A respondent was coded as an alternative transportation mode user if they regularly used carpools, public transportation, bicycling, ride shares, or walking. Using this system, just under one-third of all respondents were considered alternative transportation users.

CONCLUSIONS

The goal of this study was to provide feedback from Wisconsin residents on a number of topics relevant to drafting a long-range, multimodal transportation plan for the state. The results of the survey confirmed several assumptions made by planning staff and provided some additional information about planning priorities.

First, it is important to note the generally high and consistent level of satisfaction with Wisconsin's transportation system expressed by respondents. There was also strong agreement that the DOT was effective at transportation planning and working with local agencies. On the whole, respondents felt that the DOT met their local transportation needs. People also felt that the DOT listened to them when developing plans, especially among communities of color.

While there is always room for improvement, respondent satisfaction provides a solid base of support on which to work. Comments about the most important transportation issues facing the state confirmed the understanding of planning staff. Road maintenance and traffic congestion are the most commonly cited concerns. There were a number of comments suggesting the importance of developing non-automobile-based forms of transportation, such as passenger rail or transit. Safety issues – such as drunk driving, distracted drivers, and speeding – also formed an important subtheme.

The importance of highway maintenance was confirmed in the goal prioritization section as well. The most important goal according to respondents was having well-maintained state roads, highways, and bridges. Other important goals included improved safety and environmental issues. Pedestrian safety was important. Similarly, having a say in decisions that affected them was very important to a majority of respondents. Reduced travel times – both between communities and within them – were the least important goals overall. Important demographic differences were found, though, within goal rankings. In particular, goals relating to being able to get around without a car – both within and between communities – were more important to older people, people of color, and lower income people while reducing the impact of projects on the environment or having a say in decisions that affect them were relatively less important.

Traffic congestion, though identified as a major transportation issue affecting Wisconsin, was not viewed by most respondents as a bigger problem in their communities or in Wisconsin as a whole. In other words, it is a major concern, but seen as one that is shared throughout the state and country. There is strong support with maintaining the status quo use of traffic management techniques.

Speed and alcohol were identified by respondents as the main threats to highway safety, followed by distracted drivers or driver errors. While

majorities believe that writing more tickets and stiffer penalties for infractions will improve people's driving over time, the relatively slight majority (60 and 55 percent respectively) may indicate that these solutions are not seen as a complete solution to traffic safety issues. Respondents also suggested increased and more visible police patrols, improved maintenance, and increased driver education and testing as other components of a comprehensive safety improvement strategy.

In terms of specific proposals and trade-offs, there was strong (though not universal) support for expanding passenger rail service, developing transportation centers in major cities, and developing separate truck lanes on heavily travel highways. There was a lack of support for implementing a user-fee system on Wisconsin roads that would use technology like a passcard or GPS (global positioning system) to charge people based on how many miles they drive, regardless of the technology employed. Most respondents said that it was more important to focus projects on those areas of the state that most needed improvement, rather than balance the projects across the state. When forced to choose, a clear majority would pick resurfacing projects over capacity expansion ones. However, a larger majority would pick expanding capacity or building a road for economic development. People also felt it was somewhat more important to reduce the overall cost of transportation projects rather than reduce the inconvenience they cause. This seems to be supported by the relatively low importance of goals relating to reduced travel times.

Respondents were evenly divided on whether to enhance the environment or reduce project costs. Similarly, there was no clear consensus on whether to provide more options to non-drivers or to make it easier for drivers to get where they are going. While respondents overall were divided on these issues, within particular demographic groups, majority positions developed. Older respondents, urban respondents, women, people with lower education or advanced degrees, and African-American and Hispanic respondents tended to support options for non-drivers, while suburban respondents, men, people with associate's or bachelor's degrees and Asian and Native American respondents chose to make it easier for drivers to get where they are going. Likewise, older respondents, those with less education, and middle income respondents tended to favor reducing project costs, while urban respondents, those with higher levels of education, women, alterative transportation users, people in District 3, and the lowest and highest income groups supported environmental enhancements.

APPENDIX A – QUESTIONNAIRE

INTRO AND SCREENING

What county do you live in?

County list

In what year were you born?

_____

What is your ethnic background?

Black/African-American
White/Caucasian
Hispanic/Latino
Native American
Asian/Pacific Islander
Other
Refused

OVERALL ASSESSMENT

Wisconsin's transportation system is made up of many different elements, which not only includes state and interstate highways, but also airports, waterways, local roads, railroads, and transit systems. Overall, how satisfied are you with the state transportation system today? Would you say very satisfied, somewhat satisfied, somewhat dissatisfied, very dissatisfied?

Very Satisfied
Somewhat Satisfied
Somewhat Dissatisfied
Very Dissatisfied

Considering the entire transportation system, what do you think is the <u>most</u> important transportation issue facing the State of Wisconsin? (Probe for specifics: Could you be more specific or give me an example?)

_____

And what do you think is the <u>second</u> most important transportation issue facing the State of Wisconsin? (Probe for specifics: Could you be more specific or give me an example?)

_____

QUALITY OF LIFE

I'm going to read a list of general transportation goals in Wisconsin, please tell me how important each goal is to improving the quality of life for you and your household. First, [rotate list]

"…(item)…(is this very important, somewhat important, not too important, or not at all important to improving or maintaining the quality of life for you and your household?) [If respondent says there isn't any X, re-read item and ask how important it would be as a goal for the DOT.]

Improving the safety of state and Interstate highways
Reducing traffic congestion in your area
Reducing traffic congestion on state and Interstate highways
Reducing pollution caused by automobiles and trucks
Having well-maintained state roads, highways, and bridges
Reducing travel times between communities in Wisconsin
Reducing daily commute times in your area
Having a passenger rail system that serves several major cities in Wisconsin
Being able to get to work, a doctor's appointment or run errands without a car
Having safe bike paths and bike lanes in your community
Having safe sidewalks and pedestrian crossings in your community
Reducing the impact of transportation projects on the natural environment
Having a say in transportation decisions that affect you
The visual appearance of state and Interstate highways
Having affordable alternatives to driving
Being able to get between cities in Wisconsin without a car
Having direct airline connections to more places from your area
Having safe bike and pedestrian routes to school

CONGESTION – PERCEPTIONS OF

Many people are concerned about traffic congestion. In general, how would you compare traffic congestion in your area to the rest of Wisconsin? Would you say traffic congestion is a much bigger problem, a slightly bigger problem, about the same, slightly less of a problem, or much less of a problem in your area than in the rest of Wisconsin?

Much bigger problem
Slightly bigger problem
About the same
Slightly less of a problem
Much less of a problem

And How would you compare traffic congestion in Wisconsin as a whole to other states in the US? (Would you say traffic congestion is a much bigger problem, a slightly bigger problem, about the same, slightly less of a problem, or much less of a problem in Wisconsin than in the rest of the US?)

Much bigger problem
Slightly bigger problem
About the same
Slightly less of a problem
Much less of a problem

The DOT uses a number of methods to manage and reduce traffic congestion. Examples of these methods include freeway service patrols, electronic message signs, highway advisory radio stations, and alternative route designations. Providing these services costs money that would otherwise be spent on highway resurfacing and improvements. Do you think the DOT should use these methods more, less, or about the same as they do now?

More
About the same
Less

SAFETY

State officials are concerned about safety on Wisconsin roads and highways. In your opinion, what is the biggest threat to safety on the roads today [don't read list].

Trucks
Speed
Alcohol
Roadway design (including unsafe crossing, dangerous curves, blind spots, etc.)
Older drivers
Young drivers
Enforcement
Driver error – Bad drivers
Aggressive drivers
Distracted drivers (including cell phones, eating, kids, etc.)
Deer or wildlife
Road maintenance (including snow plowing, overgrown vegetation, pot holes, etc.)
Other:

What one thing do you think the DOT should do to improve safety on Wisconsin roads and highways?

_____

Do you think *stiffer penalties* for driving violations would cause people to drive more safely over time?

Yes
No

Do you think *writing more tickets* for driving violations would cause people to drive more safely over time?

Yes
No

PERCEPTION OF DOT

Please tell me how much you agree or disagree with the following statements: (Would you say you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the statement?) [rotate list]

The Wisconsin DOT and my local transportation departments work well together to make sure that the transportation system works well as a whole.

Local governments and agencies in my area work together to create effective transportation plans for the region.

The opinions of people like me matter to the DOT when they are planning new transportation projects.

The DOT meets my transportation needs in my area of the state

PROPOSALS

Some other states are considering separate truck lanes on state and Interstate highways as a way to reduce congestion and increase safety. In order to do this, the State would have to invest a considerable amount of money. How much would you support or oppose doing this on Wisconsin's heaviest traveled highways? (Would you say you strongly support, somewhat support, somewhat oppose, or strongly oppose this?)

Strongly support
Somewhat support
Not sure [not read]
Somewhat oppose
Strongly oppose

There is also a proposal to expand the passenger rail system in Wisconsin to serve several major cities with high-speed passenger service. In order to do this, the State would have to invest a considerable amount of money. How much would you support or oppose expanding Wisconsin's passenger rail system?

Strongly support
Somewhat support
Not sure [not read]
Somewhat oppose
Strongly oppose

Currently, most of the DOT's budget comes from a tax on gasoline and other fuels. Some people have suggested a user fee system that would charge people based on how many miles they drive. How much would you support or oppose a user fee system in Wisconsin as a possible alternative revenue source?

Strongly support
Somewhat support
Not sure [not read]
Somewhat oppose [skip to q17]
Strongly oppose [skip to q17]

One way to do this would use technology like a passcard system or GPS - global positioning system to record the number of miles people drive on local and state roads and then charge them based on this information. How much would you support or oppose using new technology to charge people for their use of Wisconsin roads?

Strongly support
Somewhat support
Not sure [not read]
Somewhat oppose
Strongly oppose

The DOT is currently developing a transportation center in Milwaukee that would allow you to arrive in Milwaukee by bus, or train and then connect to local buses and taxis to access many major downtown Milwaukee attractions. The center would have ample parking and may have a train connection to the airport. Funding for the project comes from existing transportation budgets. How much would you support or oppose developing similar transportation centers in other major cities in Wisconsin?

Strongly support
Somewhat support
Not sure [not read]
Somewhat oppose
Strongly oppose

BUDGET PRIORITIES / TRADE-OFFS

The Wisconsin DOT has many important responsibilities and limited resources. Often, they have to choose between important goals when making decisions about which projects to do. If you were the DOT and you had to choose between…. [rotate list]

… increasing the capacity on some highways or resurfacing projects on a different highway, which would you choose?

…building a new road to encourage economic development in one community or expanding the capacity of a heavily congested road in another one, which would you choose?

…Providing additional options for people that can't drive or making or making it easier for drivers to get where they want to go, which would you choose?

…reducing the cost of a highway project or reducing the amount of time the project inconveniences drivers, which would you choose?

…enhancing the natural environment or minimizing the cost of a new transportation improvement, which would you choose?

…balancing transportation projects across Wisconsin or focusing efforts on particular areas of the state in most need of transportation maintenance and repairs

DEMOGRAPHICS

Thinking about all the trips that you make in a normal month – to work, shopping, running errands, etc. – how many of those trips do you make by…

Carpooling? (Would you say nearly all, most, less than half, only a few, or none?)

Public transportation such as a bus, taxi, transit van, or passenger rail? (Would you say nearly all, most, less than half, only a few, or none?)

Ride sharing, van, or transit service provided by a non-profit group, church or service provider? (Would you say nearly all, most, less than half, only a few, or none?)

Bicycle? (Would you say nearly all, most, less than half, only a few, or none?)

Walking? (Would you say nearly all, most, less than half, only a few, or none?)

Driving in a car or truck alone? (Would you say nearly all, most, less than half, only a few, or none?)

What is your home zip code?

_____

Thinking of where you live, do you consider it an urban, suburban or rural area?

Urban
Suburban
Rural
Don't know

What is the highest grade or level of education you have completed?

Less than high school
High school diploma or GED
Some college
Associate's degree
Bachelor's degree
Advanced degree

I'm going to read a list of income categories. Please stop me when I get to the category that best describes your total household income from all sources before taxes.

Less than $15,000
$15,000 to less than $25,000
$25,000 to less than $35,000
$35,000 to less than $50,000
$50,000 to less than $75,000
$75,000 or more

Thank you for participating in our survey.

Gender (identify by voice—do not ask)

Male
Female

APPENDIX B – GOAL RANKING

Yellow highlight indicates a goal that is more important to a particular group than to the public overall. Blue highlight indicates a goal that is less important to a particular group than to the public overall.

Goals	Very Important	Age					
		18 to 44		45 to 64		65 or older	
Well-maintained state roads, highways and bridges	78.9	Well-maintained state roads, highways and bridges	78.3	Well-maintained state roads, highways and bridges	78.6	Well-maintained state roads, highways and bridges	80.1
Safe sidewalks and pedestrian crossings	67.6	Safe sidewalks and pedestrian crossings	72	Improving Safety	64.1	Improving Safety	68.7
Improving Safety	66.3	Improving Safety	66.9	Safe bike and pedestrian routes to school	62.8	Safe sidewalks and pedestrian crossings	64.4
Safe bike and pedestrian routes to school	63.8	Safe bike and pedestrian routes to school	64.1	Safe sidewalks and pedestrian crossings	62.1	Safe bike and pedestrian routes to school	64.3
Reducing Pollution	57.7	Reducing Pollution	55.7	Reducing Pollution	58.6	Reducing Pollution	61.2
Having a say in decisions	54.2	Having a say in decisions	54.3	Having a say in decisions	56.7	Getting around without a car	51.4
Reducing impact on the environment	45.8	Safe bike paths and lanes	48.9	Reducing impact on the environment	48.9	Having a say in decisions	50.2
Safe bike paths and lanes	45.1	Reducing impact on the environment	44.9	Affordable alternatives to driving	43.6	Affordable alternatives to driving	48.3
Affordable alternatives to driving	43.7	Affordable alternatives to driving	42.1	Reducing traffic congestion on state and Interstate Highways	43	Reducing traffic congestion on state and Interstate Highways	47.5
Reducing traffic congestion on state and Interstate Highways	42.3	Reducing traffic congestion on state and Interstate Highways	40.1	Reducing traffic congestion in your area	41.3	Being able to get between cities in Wisconsin without a car	47.3
Getting around without a car	38.2	Reducing traffic congestion in your area	37.1	Safe bike paths and lanes	40.8	Reducing impact on the environment	43.8
Reducing traffic congestion in your area	37.8	Getting around without a car	33.6	Getting around without a car	38.6	Visual appearance of state and Interstate highways	42
Being able to get between cities in Wisconsin without a car	35.9	Visual appearance of state and Interstate highways	33.5	Being able to get between cities in Wisconsin without a car	37.3	Safe bike paths and lanes	41.4
Visual appearance of state and Interstate highways	35.8	Being able to get between cities in Wisconsin without a car	31.8	Visual appearance of state and Interstate highways	37	Reducing traffic congestion in your area	32.9
Direct airline connections	30.9	Direct airline connections	29.6	Passenger rail system	33.6	Direct airline connections	30.7
Passenger rail system	27.9	Passenger rail system	24.7	Direct airline connections	33.3	Passenger rail system	30.5
Reducing daily commute times	23.7	Reducing daily commute times	24.4	Reducing daily commute times	24.6	Reducing travel times	23.6
Reducing travel times	23.5	Reducing travel times	24.3	Reducing travel times	21.8	Reducing daily commute times	20.7

Goals	Very Important	District											
		District 1		District 2		District 3		District 4		Districts 5/6		Districts 7/8	
Well-maintained state roads, highways and bridges	78.9	Well-maintained state roads, highways and bridges	80.4	Well-maintained state roads, highways and bridges	77.1	Well-maintained state roads, highways and bridges	77	Well-maintained state roads, highways and bridges	79.9	Well-maintained state roads, highways and bridges	83.9	Well-maintained state roads, highways and bridges	79.4
Safe sidewalks and pedestrian crossings	67.6	Safe sidewalks and pedestrian crossings	65.3	Safe sidewalks and pedestrian crossings	68.5	Safe sidewalks and pedestrian crossings	71.6	Safe bike and pedestrian routes to school	66.2	Safe sidewalks and pedestrian crossings	69.6	Safe sidewalks and pedestrian crossings	67.2
Improving Safety	66.3	Safe bike and pedestrian routes to school	64.3	Improving Safety	67.5	Improving Safety	71.5	Improving Safety	64.5	Improving Safety	64.4	Safe bike and pedestrian routes to school	65.3
Safe bike and pedestrian routes to school	63.8	Improving Safety	64.2	Safe bike and pedestrian routes to school	62.5	Having a say in decisions	65.8	Having a say in decisions	58.8	Safe bike and pedestrian routes to school	63.8	Reducing Pollution	60.6
Reducing Pollution	57.7	Reducing impact on the environment	53.9	Reducing Pollution	62.1	Safe bike and pedestrian routes to school	64.6	Safe sidewalks and pedestrian crossings	57.4	Reducing Pollution	58	Improving Safety	59.5
Having a say in decisions	54.2	Reducing Pollution	50.9	Having a say in decisions	52.6	Reducing Pollution	54.6	Reducing Pollution	53.3	Having a say in decisions	50.9	Having a say in decisions	51.7
Reducing impact on the environment	45.8	Having a say in decisions	49.5	Reducing traffic congestion on state and Interstate Highways	52.4	Safe bike paths and lanes	53.3	Safe bike paths and lanes	42.2	Reducing impact on the environment	45.2	Affordable alternatives to driving	42.5
Safe bike paths and lanes	45.1	Safe bike paths and lanes	44	Reducing impact on the environment	48.8	Getting around without a car	45	Being able to get between cities in Wisconsin without a car	38.3	Getting around without a car	44.4	Safe bike paths and lanes	42.2
Affordable alternatives to driving	43.7	Affordable alternatives to driving	42.9	Safe bike paths and lanes	46.9	Reducing impact on the environment	43.3	Visual appearance of state and Interstate highways	36.7	Affordable alternatives to driving	41.4	Being able to get between cities in Wisconsin without a car	38
Reducing traffic congestion on state and Interstate Highways	42.3	Reducing traffic congestion in your area	39.5	Affordable alternatives to driving	46.8	Affordable alternatives to driving	42.5	Affordable alternatives to driving	35.9	Being able to get between cities in Wisconsin without a car	41.2	Direct airline connections	36.6
Getting around without a car	38.2	Reducing traffic congestion on state and Interstate Highways	35.4	Reducing traffic congestion in your area	44.2	Reducing traffic congestion on state and Interstate Highways	40.7	Reducing travel times	34.6	Safe bike paths and lanes	34.1	Visual appearance of state and Interstate highways	35
Reducing traffic congestion in your area	37.8	Visual appearance of state and Interstate highways	35.3	Visual appearance of state and Interstate highways	38	Visual appearance of state and Interstate highways	37.8	Reducing traffic congestion on state and Interstate Highways	33	Reducing traffic congestion on state and Interstate Highways	33.6	Reducing impact on the environment	34.2
Being able to get between cities in Wisconsin without a car	35.9	Getting around without a car	34.1	Getting around without a car	37.7	Reducing traffic congestion in your area	35.7	Getting around without a car	31.6	Reducing traffic congestion in your area	33	Getting around without a car	32.8
Visual appearance of state and Interstate highways	35.8	Being able to get between cities in Wisconsin without a car	29.6	Being able to get between cities in Wisconsin without a car	37.7	Direct airline connections	34.5	Reducing traffic congestion in your area	27	Passenger rail system	28.8	Reducing traffic congestion on state and Interstate Highways	31.2
Direct airline connections	30.9	Direct airline connections	28.4	Direct airline connections	33.9	Passenger rail system	33.8	Reducing impact on the environment	26.7	Visual appearance of state and Interstate highways	27.1	Reducing traffic congestion in your area	21.6
Passenger rail system	27.9	Passenger rail system	28	Reducing daily commute times	32.9	Being able to get between cities in Wisconsin without a car	32.4	Direct airline connections	24	Direct airline connections	20.7	Reducing travel times	20.1
Reducing daily commute times	23.7	Reducing daily commute times	20.3	Passenger rail system	29	Reducing travel times	17	Reducing daily commute times	19.1	Reducing travel times	18.7	Passenger rail system	17.7
Reducing travel times	23.5	Reducing travel times	18.7	Reducing travel times	28.1	Reducing daily commute times	16.8	Passenger rail system	18	Reducing daily commute times	15.8	Reducing daily commute times	13.8

Goals	Very Important	Race									
		Black		White		Hispanic		Native Amer		Asian / Pacific Islander	
Well-maintained state roads, highways and bridges	78.9	Improving Safety	88	Well-maintained state roads, highways and bridges	79	Safe bike and pedestrian routes to school	80.3	Well-maintained state roads, highways and bridges	96.7	Well-maintained state roads, highways and bridges	62.2
Safe sidewalks and pedestrian crossings	67.6	Safe sidewalks and pedestrian crossings	86.8	Safe sidewalks and pedestrian crossings	67	Well-maintained state roads, highways and bridges	75.8	Safe sidewalks and pedestrian crossings	95.4	Safe sidewalks and pedestrian crossings	56.5
Improving Safety	66.3	Well-maintained state roads, highways and bridges	82	Improving Safety	64.7	Safe sidewalks and pedestrian crossings	74.6	Reducing Pollution	83.1	Reducing Pollution	55.7
Safe bike and pedestrian routes to school	63.8	Safe bike and pedestrian routes to school	82	Safe bike and pedestrian routes to school	62.2	Improving Safety	73.3	Safe bike and pedestrian routes to school	81.4	Improving Safety	53.4
Reducing Pollution	57.7	Reducing Pollution	81.6	Reducing Pollution	56.4	Reducing Pollution	69.3	Safe bike paths and lanes	75.2	Safe bike and pedestrian routes to school	52.4
Having a say in decisions	54.2	Getting around without a car	80.9	Having a say in decisions	53	Being able to get between cities in Wisconsin without a car	65.3	Improving Safety	70.5	Direct airline connections	47.9
Reducing impact on the environment	45.8	Affordable alternatives to driving	80.6	Reducing impact on the environment	45.2	Reducing traffic congestion on state and Interstate Highways	61.4	Reducing traffic congestion on state and Interstate Highways	66.1	Reducing traffic congestion on state and Interstate Highways	46.6
Safe bike paths and lanes	45.1	Being able to get between cities in Wisconsin without a car	73.6	Safe bike paths and lanes	43.6	Direct airline connections	60.7	Having a say in decisions	65.6	Having a say in decisions	46.5
Affordable alternatives to driving	43.7	Having a say in decisions	72.5	Reducing traffic congestion on state and Interstate Highways	40.7	Visual appearance of state and Interstate highways	57.4	Getting around without a car	57.7	Being able to get between cities in Wisconsin without a car	46.5
Reducing traffic congestion on state and Interstate Highways	42.3	Reducing traffic congestion on state and Interstate Highways	69.3	Affordable alternatives to driving	40.5	Affordable alternatives to driving	57.4	Visual appearance of state and Interstate highways	57.4	Reducing impact on the environment	43.7
Getting around without a car	38.2	Visual appearance of state and Interstate highways	67.9	Reducing traffic congestion in your area	36.5	Reducing traffic congestion in your area	56.7	Reducing traffic congestion in your area	55.9	Reducing traffic congestion in your area	42.4
Reducing traffic congestion in your area	37.8	Reducing daily commute times	58.9	Getting around without a car	35.6	Getting around without a car	56.1	Being able to get between cities in Wisconsin without a car	54	Affordable alternatives to driving	41
Being able to get between cities in Wisconsin without a car	35.9	Safe bike paths and lanes	57.3	Visual appearance of state and Interstate highways	33.5	Safe bike paths and lanes	53.9	Affordable alternatives to driving	52.6	Getting around without a car	37.7
Visual appearance of state and Interstate highways	35.8	Reducing traffic congestion in your area	55.5	Being able to get between cities in Wisconsin without a car	32.5	Reducing daily commute times	52	Direct airline connections	47.6	Reducing daily commute times	35
Direct airline connections	30.9	Reducing impact on the environment	55.1	Direct airline connections	27.9	Reducing impact on the environment	51.5	Reducing travel times	36.3	Visual appearance of state and Interstate highways	32.1
Passenger rail system	27.9	Passenger rail system	53.6	Passenger rail system	25.6	Having a say in decisions	49.3	Reducing daily commute times	27.9	Passenger rail system	29.7
Reducing daily commute times	23.7	Direct airline connections	53.3	Reducing travel times	21.5	Reducing travel times	49.2	Passenger rail system	22.2	Reducing travel times	23.6
Reducing travel times	23.5	Reducing travel times	52	Reducing daily commute times	21.2	Passenger rail system	45.8	Reducing impact on the environment	10.3	Safe bike paths and lanes	22

Goals	Very Important	Urban / Rural					
		Urban		Suburban		Rural	
Well-maintained state roads, highways and bridges	78.9	Well-maintained state roads, highways and bridges	78.2	Well-maintained state roads, highways and bridges	74.2	Well-maintained state roads, highways and bridges	82.1
Safe sidewalks and pedestrian crossings	67.6	Safe sidewalks and pedestrian crossings	71.9	Safe sidewalks and pedestrian crossings	66.6	Improving Safety	67.3
Improving Safety	66.3	Safe bike and pedestrian routes to school	69.1	Improving Safety	62	Safe sidewalks and pedestrian crossings	65.3
Safe bike and pedestrian routes to school	63.8	Improving Safety	69	Safe bike and pedestrian routes to school	57.8	Safe bike and pedestrian routes to school	65.1
Reducing Pollution	57.7	Reducing Pollution	63.4	Having a say in decisions	51.8	Reducing Pollution	59.1
Having a say in decisions	54.2	Having a say in decisions	62.6	Reducing Pollution	49.9	Having a say in decisions	51.6
Reducing impact on the environment	45.8	Reducing impact on the environment	49.3	Safe bike paths and lanes	47.3	Reducing impact on the environment	44.1
Safe bike paths and lanes	45.1	Reducing traffic congestion in your area	48.5	Reducing impact on the environment	45.3	Safe bike paths and lanes	41.3
Affordable alternatives to driving	43.7	Reducing traffic congestion on state and Interstate Highways	48.2	Affordable alternatives to driving	45.1	Affordable alternatives to driving	40.1
Reducing traffic congestion on state and Interstate Highways	42.3	Safe bike paths and lanes	48.2	Reducing traffic congestion on state and Interstate Highways	42.4	Reducing traffic congestion on state and Interstate Highways	38.8
Getting around without a car	38.2	Affordable alternatives to driving	48.2	Reducing traffic congestion in your area	41.1	Getting around without a car	34.6
Reducing traffic congestion in your area	37.8	Getting around without a car	44.5	Getting around without a car	36.9	Visual appearance of state and Interstate highways	34
Being able to get between cities in Wisconsin without a car	35.9	Being able to get between cities in Wisconsin without a car	43.1	Visual appearance of state and Interstate highways	36.3	Being able to get between cities in Wisconsin without a car	32.5
Visual appearance of state and Interstate highways	35.8	Direct airline connections	39.2	Being able to get between cities in Wisconsin without a car	34.4	Reducing traffic congestion in your area	29.4
Direct airline connections	30.9	Visual appearance of state and Interstate highways	36.6	Direct airline connections	31.3	Direct airline connections	26
Passenger rail system	27.9	Passenger rail system	31.7	Passenger rail system	28.8	Passenger rail system	25.5
Reducing daily commute times	23.7	Reducing daily commute times	30	Reducing daily commute times	24.8	Reducing travel times	21.3
Reducing travel times	23.5	Reducing travel times	28.3	Reducing travel times	21.9	Reducing daily commute times	19.6

Goals	Very Important	Alt Mode			
		Alternative Mode User		Conventional Mode Users	
Well-maintained state roads, highways and bridges	78.9	Well-maintained state roads, highways and bridges	74.1	Well-maintained state roads, highways and bridges	81.1
Safe sidewalks and pedestrian crossings	67.6	Safe sidewalks and pedestrian crossings	72.1	Improving Safety	67.4
Improving Safety	66.3	Safe bike and pedestrian routes to school	72.1	Safe sidewalks and pedestrian crossings	65.5
Safe bike and pedestrian routes to school	63.8	Reducing Pollution	65.3	Safe bike and pedestrian routes to school	59.8
Reducing Pollution	57.7	Improving Safety	64	Reducing Pollution	54.1
Having a say in decisions	54.2	Having a say in decisions	56.2	Having a say in decisions	53.3
Reducing impact on the environment	45.8	Safe bike paths and lanes	55.8	Reducing traffic congestion on state and Interstate Highways	44.6
Safe bike paths and lanes	45.1	Reducing impact on the environment	52.6	Reducing impact on the environment	42.5
Affordable alternatives to driving	43.7	Affordable alternatives to driving	52.2	Safe bike paths and lanes	40.1
Reducing traffic congestion on state and Interstate Highways	42.3	Getting around without a car	47.5	Affordable alternatives to driving	39.6
Getting around without a car	38.2	Being able to get between cities in Wisconsin without a car	44.3	Reducing traffic congestion in your area	38.4
Reducing traffic congestion in your area	37.8	Visual appearance of state and Interstate highways	39.2	Visual appearance of state and Interstate highways	34.3
Being able to get between cities in Wisconsin without a car	35.9	Reducing traffic congestion on state and Interstate Highways	37.6	Getting around without a car	33.8
Visual appearance of state and Interstate highways	35.8	Reducing traffic congestion in your area	36.6	Being able to get between cities in Wisconsin without a car	31.8
Direct airline connections	30.9	Passenger rail system	35.6	Direct airline connections	29.6
Passenger rail system	27.9	Direct airline connections	33.8	Passenger rail system	24.3
Reducing daily commute times	23.7	Reducing travel times	26.4	Reducing daily commute times	23.1
Reducing travel times	23.5	Reducing daily commute times	25	Reducing travel times	22.1

Goals	Very Important	Education									
		HS or Less		Some College		Associates		BA / BS		Advanced Degree	
Well-maintained state roads, highways and bridges	78.9	Well-maintained state roads, highways and bridges	76.2	Well-maintained state roads, highways and bridges	81.8	Well-maintained state roads, highways and bridges	86.2	Well-maintained state roads, highways and bridges	74.5	Well-maintained state roads, highways and bridges	82.2
Safe sidewalks and pedestrian crossings	67.6	Safe sidewalks and pedestrian crossings	68.7	Improving Safety	71.8	Safe sidewalks and pedestrian crossings	64.8	Safe sidewalks and pedestrian crossings	64.3	Reducing Pollution	68.1
Improving Safety	66.3	Improving Safety	67.9	Safe sidewalks and pedestrian crossings	69.5	Safe bike and pedestrian routes to school	63	Safe bike and pedestrian routes to school	59.4	Safe sidewalks and pedestrian crossings	67.5
Safe bike and pedestrian routes to school	63.8	Safe bike and pedestrian routes to school	64.6	Safe bike and pedestrian routes to school	68.2	Improving Safety	62.2	Improving Safety	55.5	Improving Safety	66.9
Reducing Pollution	57.7	Reducing Pollution	55.3	Having a say in decisions	61.6	Reducing Pollution	62.1	Reducing Pollution	49.8	Reducing impact on the environment	59.7
Having a say in decisions	54.2	Having a say in decisions	52.7	Reducing Pollution	59.3	Having a say in decisions	50.9	Having a say in decisions	49.3	Safe bike and pedestrian routes to school	56.9
Reducing impact on the environment	45.8	Safe bike paths and lanes	47.7	Safe bike paths and lanes	46.6	Reducing impact on the environment	48.5	Reducing impact on the environment	44.2	Having a say in decisions	56.2
Safe bike paths and lanes	45.1	Affordable alternatives to driving	47.7	Affordable alternatives to driving	44.7	Reducing traffic congestion on state and Interstate Highways	45.4	Reducing traffic congestion on state and Interstate Highways	36.2	Safe bike paths and lanes	52
Affordable alternatives to driving	43.7	Reducing traffic congestion on state and Interstate Highways	45.7	Reducing impact on the environment	44	Affordable alternatives to driving	42.6	Safe bike paths and lanes	34.7	Passenger rail system	45.8
Reducing traffic congestion on state and Interstate Highways	42.3	Getting around without a car	44.9	Getting around without a car	43.7	Safe bike paths and lanes	40.3	Affordable alternatives to driving	33.5	Affordable alternatives to driving	44.3
Getting around without a car	38.2	Reducing impact on the environment	44	Reducing traffic congestion in your area	41	Reducing traffic congestion in your area	39.6	Reducing traffic congestion in your area	30.8	Reducing traffic congestion on state and Interstate Highways	40.9
Reducing traffic congestion in your area	37.8	Visual appearance of state and Interstate highways	39.4	Reducing traffic congestion on state and Interstate Highways	40.8	Visual appearance of state and Interstate highways	35.6	Direct airline connections	30	Being able to get between cities in Wisconsin without a car	36.1
Being able to get between cities in Wisconsin without a car	35.9	Reducing traffic congestion in your area	38.7	Visual appearance of state and Interstate highways	37.8	Being able to get between cities in Wisconsin without a car	33.7	Being able to get between cities in Wisconsin without a car	28.1	Direct airline connections	36
Visual appearance of state and Interstate highways	35.8	Being able to get between cities in Wisconsin without a car	38.7	Being able to get between cities in Wisconsin without a car	36.2	Getting around without a car	31.5	Visual appearance of state and Interstate highways	25.1	Reducing traffic congestion in your area	35.9
Direct airline connections	30.9	Direct airline connections	29.3	Direct airline connections	33.7	Direct airline connections	26.1	Getting around without a car	22.8	Visual appearance of state and Interstate highways	32.1
Passenger rail system	27.9	Reducing travel times	28.3	Passenger rail system	27.9	Passenger rail system	23	Passenger rail system	22	Getting around without a car	28.9
Reducing daily commute times	23.7	Passenger rail system	27.2	Reducing daily commute times	27.5	Reducing daily commute times	19.1	Reducing daily commute times	20.3	Reducing daily commute times	26.3
Reducing travel times	23.5	Reducing daily commute times	22.8	Reducing travel times	23.2	Reducing travel times	18.9	Reducing travel times	18.9	Reducing travel times	16.7

Goals	Very Important	Income											
		< 15		15 - 25		25 - 35		35 - 50		50 - 75		75 +	
Well-maintained state roads, highways and bridges	78.9	Well-maintained state roads, highways and bridges	82.4	Well-maintained state roads, highways and bridges	75.6	Well-maintained state roads, highways and bridges	75.5	Safe sidewalks and pedestrian crossings	75.6	Well-maintained state roads, highways and bridges	81.2	Well-maintained state roads, highways and bridges	82.4
Safe sidewalks and pedestrian crossings	67.6	Safe sidewalks and pedestrian crossings	76.7	Safe sidewalks and pedestrian crossings	72.9	Improving Safety	59.3	Well-maintained state roads, highways and bridges	72.5	Safe sidewalks and pedestrian crossings	69.4	Improving Safety	70.2
Improving Safety	66.3	Safe bike and pedestrian routes to school	71.7	Improving Safety	65.7	Safe bike and pedestrian routes to school	59.2	Safe bike and pedestrian routes to school	66.6	Safe bike and pedestrian routes to school	62.2	Safe sidewalks and pedestrian crossings	64.2
Safe bike and pedestrian routes to school	63.8	Improving Safety	70.8	Getting around without a car	63.4	Having a say in decisions	58.5	Improving Safety	65.6	Improving Safety	61.7	Safe bike and pedestrian routes to school	61.8
Reducing Pollution	57.7	Reducing Pollution	58.9	Reducing Pollution	59.3	Affordable alternatives to driving	56.7	Reducing Pollution	57.9	Having a say in decisions	59.9	Reducing Pollution	55.8
Having a say in decisions	54.2	Having a say in decisions	58.4	Safe bike and pedestrian routes to school	58.1	Reducing Pollution	56.3	Reducing traffic congestion on state and Interstate Highways	51.2	Reducing Pollution	58.3	Having a say in decisions	51.1
Reducing impact on the environment	45.8	Safe bike paths and lanes	57.6	Having a say in decisions	57.7	Safe sidewalks and pedestrian crossings	56.2	Having a say in decisions	46.1	Reducing impact on the environment	47.1	Reducing impact on the environment	49.3
Safe bike paths and lanes	45.1	Getting around without a car	55.5	Affordable alternatives to driving	55.7	Reducing impact on the environment	46.3	Reducing traffic congestion in your area	40.8	Safe bike paths and lanes	46.2	Reducing traffic congestion on state and Interstate Highways	42.9
Affordable alternatives to driving	43.7	Affordable alternatives to driving	53.1	Being able to get between cities in Wisconsin without a car	54.9	Safe bike paths and lanes	46.2	Affordable alternatives to driving	40.6	Affordable alternatives to driving	37.5	Reducing traffic congestion in your area	42.1
Reducing traffic congestion on state and Interstate Highways	42.3	Reducing traffic congestion on state and Interstate Highways	52.7	Visual appearance of state and Interstate highways	47.5	Getting around without a car	43.9	Reducing impact on the environment	39.1	Reducing traffic congestion on state and Interstate Highways	36.9	Safe bike paths and lanes	41.6
Getting around without a car	38.2	Reducing impact on the environment	52.7	Reducing impact on the environment	42.8	Visual appearance of state and Interstate highways	40.7	Getting around without a car	37.3	Reducing traffic congestion in your area	35.7	Affordable alternatives to driving	32.7
Reducing traffic congestion in your area	37.8	Visual appearance of state and Interstate highways	45.2	Safe bike paths and lanes	38.6	Being able to get between cities in Wisconsin without a car	40.7	Safe bike paths and lanes	37.3	Getting around without a car	32.3	Direct airline connections	31.6
Being able to get between cities in Wisconsin without a car	35.9	Being able to get between cities in Wisconsin without a car	43.8	Reducing traffic congestion in your area	38.4	Reducing traffic congestion on state and Interstate Highways	40.2	Direct airline connections	34	Visual appearance of state and Interstate highways	29.1	Visual appearance of state and Interstate highways	29.8
Visual appearance of state and Interstate highways	35.8	Reducing traffic congestion in your area	43.2	Reducing traffic congestion on state and Interstate Highways	36.5	Reducing traffic congestion in your area	32.5	Being able to get between cities in Wisconsin without a car	33.5	Being able to get between cities in Wisconsin without a car	28.1	Passenger rail system	28.1
Direct airline connections	30.9	Direct airline connections	39	Passenger rail system	35.8	Direct airline connections	28.2	Visual appearance of state and Interstate highways	30.1	Direct airline connections	27.3	Being able to get between cities in Wisconsin without a car	24.3
Passenger rail system	27.9	Passenger rail system	35.5	Reducing travel times	33.7	Reducing travel times	26	Passenger rail system	26.2	Passenger rail system	25.7	Reducing daily commute times	23.7
Reducing daily commute times	23.7	Reducing travel times	28.4	Direct airline connections	25.9	Passenger rail system	22.9	Reducing travel times	20.7	Reducing daily commute times	23.7	Getting around without a car	22
Reducing travel times	23.5	Reducing daily commute times	27.6	Reducing daily commute times	22.6	Reducing daily commute times	18.8	Reducing daily commute times	20.2	Reducing travel times	18.6	Reducing travel times	20.6

To	Very Important	Gender			
		Male		Female	
Well-maintained state roads, highways and bridges	78.9	Well-maintained state roads, highways and bridges	74.3	Well-maintained state roads, highways and bridges	82.3
Safe sidewalks and pedestrian crossings	67.6	Safe sidewalks and pedestrian crossings	59.5	Safe sidewalks and pedestrian crossings	73.6
Improving Safety	66.3	Safe bike and pedestrian routes to school	57.7	Improving Safety	71.4
Safe bike and pedestrian routes to school	63.8	Improving Safety	56.9	Safe bike and pedestrian routes to school	68.2
Reducing Pollution	57.7	Having a say in decisions	56.3	Reducing Pollution	64.3
Having a say in decisions	54.2	Reducing Pollution	48.6	Having a say in decisions	52.7
Reducing impact on the environment	45.8	Safe bike paths and lanes	40.6	Reducing impact on the environment	49.9
Safe bike paths and lanes	45.1	Affordable alternatives to driving	40.6	Safe bike paths and lanes	48.5
Affordable alternatives to driving	43.7	Reducing impact on the environment	40.3	Reducing traffic congestion on state and Interstate Highways	47.2
Reducing traffic congestion on state and Interstate Highways	42.3	Visual appearance of state and Interstate highways	37.3	Affordable alternatives to driving	45.9
Getting around without a car	38.2	Reducing traffic congestion on state and Interstate Highways	35.8	Getting around without a car	41.1
Reducing traffic congestion in your area	37.8	Getting around without a car	34.2	Reducing traffic congestion in your area	40.7
Being able to get between citeis in Wisconsin without a car	35.9	Reducing traffic congestion in your area	33.9	Being able to get between citeis in Wisconsin without a car	37.8
Visual appearance of state and Interstate highways	35.8	Being able to get between citeis in Wisconsin without a car	33.2	Visual appearance of state and Interstate highways	34.8
Direct airline connections	30.9	Direct airline connections	27.4	Direct airline connections	33.5
Passenger rail system	27.9	Passenger rail system	26.8	Passenger rail system	28.8
Reducing daily commute times	23.7	Reducing daily commute times	22	Reducing travel times	25.4
Reducing travel times	23.5	Reducing travel times	20.9	Reducing daily commute times	25